

**INFLUENCE OF SOCIAL MEDIA ON PURCHASE DECISION  
AMONG YOUNGSTERS IN KOCHI CITY**

**Project Report**

**Submitted by**

**ANN ELIZABETH (SB22ACOM006)**

**RESHNA T (SB22ACOM039)**

**RAMYA AJITH (SB22ACOM038)**

**JULIE LALU THOMAS (SB22ACOM025)**

**Under the guidance of**

**Smt. JINI JUSTIN D'COSTA**

**In partial fulfillment of the requirement for the Degree of  
BACHELOR OF COMMERCE**



**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM  
COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited with A++**

**Grade Affiliated to**

**Mahatma Gandhi University**

**Kottayam-686560**

**March-2025**

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**CERTIFICATE**

This is to certify that the project titled "**A STUDY ON THE INFLUENCE OF PURCHASE DECISIONS AMONG YOUNGSTERS**" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Ann Elizabeth, Ms. Ramya Ajith, Ms. Reshna T, Ms. Julie Lalu Thomas** under my supervision and guidance during the academic year 2024-25.

**Project Guide**

  
**Smt. JINI JUSTIN D'COSTA**

**Assistant Professor**

**Department of Commerce (SF)**

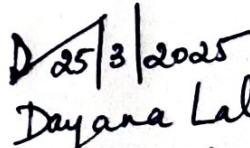


  
**Smt. Lekshmi C**

**(Head of the Department)**

**Department of Commerce (SF)**

**Viva Voce Examination held on 25-03-2025**

  
**Dayana Lalan**  
**External Examiner(s)**

## DECLARATION

We, Ms. Ann Elizabeth, Ms. Ramya Ajith, Ms. Reshna T, Ms. Julie Lalu Thomas, final year B.Com students (Taxation), Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled "A STUDY ON THE INFLUENCE OF PURCHASE DECISIONS AMONG YOUNGSTERS" submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Ms. Jini Justin D'costa, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM

DATE: 25-03-2025

Ann Elizabeth ANN ELIZABETH

Ramya RAMYA AJITH

Reshna T RESHNA T

Julie JULIE LALU THOMAS



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First of all, we are grateful to God Almighty for his blessings showered upon us for the successful completion of our project.

It is our privilege to place a word of gratitude to all persons who have helped us in the successful completion of the project.

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 ANN ELIZABETH

 RAMYA AJITH

 RESHNA T

 JULIE LALU THOMAS

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# **CHAPTER - 1**

## **INTRODUCTION**

## **1.1 Introduction**

The role of new media in consumer's decision-making processes to purchase among youngsters is growing. Additionally, the Internet is offering more and more possibilities and functionalities useful in companies' communication processes.

Companies have adopted different strategies in order to reach their potential consumers. For this purpose, different types of strategy have emerged over the years such as Digital Marketing, Green Marketing or Guerilla Marketing. Digital Marketing is the use of online platforms and technologies to promote products and services to consumers. It comprises various tactics such as social media marketing, influencer partnerships etc to engage and influence the purchasing decisions especially among the youth.

Major digital marketing tools used by these companies are social media platforms like Instagram, Facebook and Tiktok. Young adults develop admiration, para-social interaction which refers to the relations people have with media figures, perceived similarity, sense of belonging, intimacy and psychological closeness which play an important role in their purchase decisions. Therefore social media is becoming an inseparable part of the purchasing experience and an important source of information about products [Chamber of Digital Economy, 2016]. Reports have shown that social media influences consumer's behaviour, especially among youngsters both in the virtual environment as well as outside the virtual environment.

As we delve deeper into the topic "Influence of social media on purchase decisions among youngsters" it is essential to identify the behaviour patterns of youngsters with consideration of the role played by social media is important to know the different ways it has impacted them. By examining these dynamics, we can understand the intricate relationship between social media and choices of youth in today's marketplace.

## **1.2 Statement of the problem**

This research study is undertaken to investigate the impact of social media on purchase decisions made by youngsters of age 19-25. There have been numerous studies that have reflected upon the youngsters' financial attitude with their spending with the rise of social media marketing and how it has been an indirect cause of their overconsumption. Additionally, the potential for manipulative marketing tactics used raises concerns about the ethical implications of targeting vulnerable audiences. Therefore we sought to find out the negative impact social media has brought on among youngsters with their purchase decisions.

## **1.3 Scope of the study**

The study will examine the influence of social media on purchase decisions among youngsters in the urban areas of Cochin city under the age group 19-25, to analyze how platforms like Instagram, Facebook and Youtube impact young people's buying behaviors by analyzing factors like product awareness, brand perception, reviews, influencer marketing, social proof, and the role of peer influence and further exploring how these factors vary across different demographics within the youth population and the potential psychological mechanisms behind these influences.

## **1.4 Objectives of the study**

- To explore how social media platforms influence the purchasing habits and decision-making process of young consumers.
- To identify the social media platforms like Instagram, Facebook have the most significant impact on youngsters' purchase decisions.
- To examine the influence of social media marketing strategies (influencer marketing, ads, content marketing) on purchasing behavior.
- To investigate how peer recommendations, reviews, and shared experiences on social media impact youngsters' purchase decisions.



## **1.5 Research Methodology**

### **1.5.1 Research Design**

This study adopts a descriptive and exploratory research design to understand how the purchasing decisions of youngsters are influenced by various social media platforms. It has mixed method approach combining qualitative and quantitative research to obtain a comprehensive understanding of the purchasing decisions of youngsters

### **1.5.2 Sample Design and Size**

In this research, we have adopted the stratified sampling method. The data is collected from 50 participants whose age is between 19-25 in the city of Cochin for the quantitative analysis. The stratified sampling method ensures representation all across different social media platforms that is it ensures diversity.

### **1.5.3 Collection of data**

For the study, both primary and secondary data were used to collect data. Primary data is the information we collected directly from our main sources which were a group of young adults where we distributed questionnaires with the assistance of Google forms where our participants filled the form using their personal experiences. Secondary data includes information that has already been collected and made available by others. We tapped into a variety of sources such as news, research reports and websites.

### **1.5.4 Research Instruments for Data Collection and Analysis**

A structured questionnaire is used as the research instrument in the study. The questionnaire will consist of a series of closed and open-ended questions designed to assess the participants on the study undertaken.

## **1.6 Limitations of the study**

While doing the research study we realized some of the limitations the study had. One of it being the possibility that the participants may provide biased answers leading to inaccuracies in the data. Since we are conducting the study based on youngsters we overlook the other age groups potentially overlooking diverse influences on purchasing decisions. Also as the sample size doesn't target a large number of people the results may not fully reflect the experiences of all youngsters, limiting the study's overall validity and depth of understanding. Due to time constraints, the study may have limited opportunities for in-depth analysis with participants.

## **1.7 Chapter Outline**

This research study has been presented in five chapters. Each part of the study has a significant role in the completion of study. Here are the chapter segregation followed for the study.

- Introduction
- Literature Review
- Theoretical Framework
- Data Analysis and Interpretation
- Findings, Recommendations and Conclusion

# **CHAPTER – II**

## **LITERATURE REVIEW**



## **2.1 Literature Review**

The rapid rise of social media has transformed the landscape of consumer behaviour decisions. Numerous studies highlight the dynamic relationship between social media and purchasing behaviour. This literature review synthesizes findings from various international and national research, exploring how social media influences consumer behaviour across different demographics and markets.

### **2.1.1 International Review**

Elisabeta Loanās (2020), in her paper *"Social Media and its Impact on Consumer Behavior,"* explains that social networks play an essential role in shaping how consumers act online. Her study highlights that this impact is strongest when there's a high level of exposure to messages and when the information is tailored to resonate with consumers who are considering making a purchase.

Kwahk, Kee-Young, and Byoungsoo Kim (2017), in their study *"Effects of Social Media on Consumers' Purchase Decisions: Evidence from Taobao,"* found that strong social ties positively influence trust in online vendors and how social impact is transferred between users. Interestingly, while these social ties don't directly influence a person's intent to visit a website, commitment to social media itself does play a big role. They reveal that social media exerts both normative and informational influence affecting whether or not people are inclined to buy.

Michael Pütter (2017), in his paper *"The Impact of Social Media on Consumer Buying Intention,"* observes that as social media use continues to rise globally, it has become a powerful tool for engaging with consumers. Companies are increasingly turning to social media to strengthen brand loyalty and influence buying behavior. Platforms like Facebook, YouTube, and Twitter have created spaces where consumers can interact directly with brand content, building rapport and deeper connections with the brands they engage with.

Nick Hajli (2014), in his paper "*A Study of the Impact of Social Media on Consumers*," explores how social media creates new ways for consumers to connect and engage in meaningful social interactions. His research shows that online communities enable users to generate content and build networks, which businesses can leverage. Survey results reveal that social media facilitates consumer interactions, which increases trust and buying intentions. Importantly, trust was found to have a direct effect on the intention to purchase.

The *International Research Journal of Modernization in Engineering, Technology and Science (IRJMETs)* discusses the significant role of social media in shaping the purchasing decisions of young consumers, particularly through popular platforms like Instagram and YouTube. It emphasizes the power of influencer marketing, noting that many young people trust influencers more than traditional advertisements, viewing them as credible sources. The article reveals that interactions through product reviews and live streaming can greatly increase the chances of making a purchase.

### **2.1.2 National Review**

Dr. Priya Grover and Rama Krishna Mandan (2017), in their study "*Analysing the Role of Social Media in Consumer Decision Making for the Purchase of Auto Brands in India*," examine the influence of social media on consumer behaviour related to automobile purchases. Focusing on the role of social media in promoting passenger cars in India, the study explores how consumer perceptions are shifting as they increasingly rely on social media in the decision-making process. Their findings suggest that while social media impacts the evaluation stage of consumer decisions, traditional mass media still plays a dominant role. Additionally, consumers often share their post-purchase experiences online, offering insights that can inform future buyers.

Chintan H. Rajani and Dr. Ashvin Solanki (2016), in their paper "*An Exploratory Study*," identify the primary motivations behind social media use among Indian users. Using the "uses and gratification" approach, they find that feedback, personal utility, entertainment, socializing, content sharing, and networking are key reasons for engaging with social media. The study concludes that users initially turn to social media to review products and share feedback, followed by entertainment and social interaction needs. Content sharing emerges as a major factor in driving social media usage, while networking provides an additional benefit, attracting users to different platforms.

In their research "*Development of Social Networking Sites and Their Role in Business*," Bhagwat and Goutam (2013) discuss the critical role of social media in business, particularly how platforms connect people and enable information sharing. They highlight Facebook as a leading platform and provide statistical evidence showing the rapid growth of social networking sites. The study underscores how these platforms serve both business needs and social interaction, with their popularity driven by the growing demand for efficient communication channels for both individuals and organizations.

D. Lakshmanan and Dr. S. Rabiya Basariya (2017), in their study "*The Role of Social Media in Enhancing Advertising Effectiveness*," analyze how social media advertising can influence consumer engagement. They find that social media marketing effectiveness is strongly tied to the quality of the content, the company's level of involvement, and its integration with other marketing platforms. The study emphasizes that a detailed, complex analysis is necessary to measure social media marketing's return on investment accurately. While Generation Y may dominate social media usage, they are not necessarily the primary target audience for social media marketing.



### **2.1.3 State Review**

A study presented at the 4th International Conference on Marketing, Technology & Society (2020) by IIM Kozhikode examines how social media influences various stages of the consumption journey among youth in Kerala. It highlights social media's strong impact on the cognitive and affective phases—informing consumers, helping them learn about products, and shaping preferences. However, its influence on the conative phase, which includes purchase intent, is less significant.

Dr. Sheena K, Assistant Professor at SCMS-Cochin School of Business, Cochin, explores the role of social media in the purchasing decisions of youngsters. Her study shows that social media and the internet are crucial in helping consumers locate products, making it essential for brands to maintain a strong online presence to retain customers. She also examines influencer marketing techniques used across industries and their effects on young consumers' buying decisions.

Athira Bhaskaran and Dr. Swarupa from Sree Narayana College, Kannur, in their study, find that social media marketing significantly influences consumer behavior, often supporting impulsive buying. Consumers are attracted to social media tools like comments and reviews, which help them make informed choices and express opinions on purchases.

Rini Johnson from Haneefa Kunju Memorial College of Education, Kerala, in her research in Kollam district, shows that social media marketing has a positive impact on consumer buying behavior. Increasing internet usage among youth has made social networks an integral part of business, with consumers perceiving social media marketing favorably.

In the research article, *Impact of online advertising and the use of cosmetic products* by Ashiqha Sultana, examines the impact of online advertising on the purchasing behavior of women in Kerala, particularly regarding cosmetic brands. As online retailing in India shifts away from traditional stores, the study highlights how platforms like Instagram, Facebook, and shopping apps such as Nykaa and Amazon are creating significant shopping opportunities for women. The analytical survey reveals that online advertisements strongly influence women's preferences for cosmetic brands, encouraging them to engage with these products through social media.

## **2.2 Summary**

Internationally, Elisabeta Loanās (2020) highlights how social media has become a powerful force in shaping consumer behavior, particularly through targeted messaging that can significantly influence online purchases. Similarly, Kwahk and Kim (2017) reveal that strong social ties enhance trust in online vendors, but it's the commitment to social media platforms that truly drives people to buy. Pütter (2017) discusses the deeper connections social media creates between brands and consumers, especially on popular platforms like Facebook and YouTube, which enhance engagement. Additionally, Hajli (2014) points out that meaningful interactions on social media not only build trust but also increase the likelihood of purchases.

Focusing on India, Grover and Mandan (2017) explore how social media shapes perceptions about buying cars, showing that while it influences consumer evaluations, traditional media still plays a role. Rajani and Solanki (2016) identify product reviews and social interactions as key reasons why people engage with social media. Research presented by IIM Kozhikode at the 2020 International Conference on Marketing, Technology & Society highlights social media's impact on youth in Kerala, especially in shaping their buying preferences. Studies by Athira Bhaskaran and Dr. Swarupa indicate that social media marketing can drive impulsive purchases through engaging reviews and comments. Finally, Ashiqha Sultana's research reveals how online advertising affects women's purchasing behavior regarding cosmetics in Kerala, demonstrating that platforms like Instagram and various shopping apps offer significant engagement and buying opportunities.

This literature review illustrates the diverse and growing influence of social media on consumer behaviour, highlighting its significance across various demographics and markets at international, national and state level.



# **CHAPTER – III**

## **THEORETICAL FRAMEWORK**

### **3.1 Theoretical Framework**

Social media as one of modern instruments of promotion have undoubtedly revolutionised the approach to traditional marketing communication. Social media have been created with the following issues in mind: social interactions, dissemination of contents, or developing interpersonal relationships on the Internet. The concept of social media is very broad and it isn't easy to define it. These are Internet websites, portals whose contents are co-created by their users. They are a form of natural, unbridled online exchange of information between people concerning their common interests.

Young consumers are an important and significant part of every society. They are very characteristic participants of the market. We cannot notice many differences between the adult and young participants of the market. The latter have different needs, feel them differently and perceive the world surrounding them in a different way. They receive the messages that reach them in a different way. They also have different systems of values and rules of conduct. Young consumers encounter numerous barriers, which make it impossible for them to fully participate in the market. These are, among others: legal conditions, age, social influences, means for carrying out consumption, level of market education, understanding of market mechanisms, or access to information. Currently the role and significance of young consumers as participants of the market is noticeable. They have at their disposal bigger and bigger financial resources, which they manage according to their needs and desires.

Social media plays an integral role in influencing purchase decisions made by youngsters. Reviews, ratings, recommendations, and user-generated content online hugely influence people's buying decisions. With a large amount of information available online, more consumers are looking for social proof to learn about others' experiences and help guide their purchasing choices.

### **3.2 Social media on consumer's purchasing decisions**

Many companies and brands use social media marketing to promote products, build brand awareness, and engage consumers. It impacts buying decisions by providing easy access to product information and reviews, fostering trust through positive feedback, and driving interest with promotions. Social proof also plays a role, as consumers are more likely to buy products endorsed by friends or family on social media.

#### **3.2.1 Advantages of Social Media on Consumer Purchasing Decisions**

**Raising Brand Awareness** - Social media makes it easier for companies to spread the word about new products on a global scale. Through simple, engaging posts, companies can reach people worldwide, introducing new brands or products to potential customers with just a click.

**Promoting and Advertising** - Beyond just making people aware, social media actually drives action by encouraging consumers to explore and try products. Platforms like Instagram, Facebook, and TikTok help brands engage with users in creative ways, building interest and attracting new customers.

**Staying Competitive** - Social media gives businesses insights into what competitors are doing. By observing trends and strategies shared online, companies can adapt quickly, making it easier to stay relevant and meet changing consumer expectations.

**Strengthening Customer Loyalty** - When brands listen and respond to feedback, customers feel valued and are more likely to stay loyal. Engaging with customers on social media can turn buyers into advocates who promote the brand to others, with over 67% of loyal customers reporting that they return for repeat purchase.

**Cost-effective Advertising** - Many social media platforms allow small businesses to create profiles and promote their products at no cost. From homemade cakes to handmade goods, small businesses can showcase their products on platforms like Instagram and Facebook, connecting with local and global audiences without high marketing expenses.

### **3.2.2 Disadvantages of Social Media on Consumer Purchasing Decisions**

**Time-Intensive:** Although social media can be cost-effective, maintaining a brand presence requires consistent, quality content and regular interaction with followers. This demand can be time-consuming for businesses, especially small ones with limited resources.

**Decreased ROI (Return on Investment):** Social media often needs daily interaction and updates. Without frequent engagement, follower interest and engagement can decline, leading to a decrease in ROI as visibility and influence drop.

**Potential for Negative Feedback:** With open review options, negative comments and reviews are common, which can quickly impact brand reputation. A few negative experiences, shared widely, can discourage potential customers from engaging with a brand.

**Challenges in Measuring Success:** It's not always easy to quantify the impact of social media efforts. Although customer engagement can provide useful insights, determining exact ROI and strategizing for market stability can be challenging.

**Limited Platform Reach:** Mainstream platforms like Facebook, Instagram, YouTube, and LinkedIn dominate the social media advertising landscape, while many alternative platforms are overlooked, reducing exposure to a potentially diverse audience. Additionally, consumers may mistrust ads on lesser-known sites.

### **3.3 Strategies for influencing purchase decisions of youngsters**

Companies and brands use several strategies and tactics to influence youngsters.

Some strategies are as follows

#### **Understanding motivation of young consumers**

Understanding the motivations of young buyers requires insights from child psychology and consumer research. Young buyers often seek products that resonate with their personal identity, peer acceptance, and a sense of autonomy. Marketers can leverage this by aligning product features with these motivations.

#### **Personalising Ads for Young Consumers**

Ad personalization, based on previous internet activity and preferences, enables marketers to create targeted messages that resonate with young buyers. By analysing browsing history, purchase behaviours, and interests, marketers can create highly relevant content that feels personalised and speaks directly to individual needs.

#### **Leveraging Sales Promotions**

Sales promotions such as discounts, coupons, free samples, and contests are highly effective for attracting young consumers. Promotions incentivize trial and introduce an element of fun and exclusivity, which can boost product appeal. For instance, offering exclusive discounts or special bundles for students can resonate with younger buyers seeking deals.

#### **Commercialising in Educational Spaces**

Working with schools to provide sponsored educational materials, technology resources, or exclusive student deals can effectively reach young consumers. For instance, offering branded notebooks or software packages for students can help a brand become a recognized and trusted part of the school environment.



### **Partnering with Influencers**

Influencers play a significant role in shaping the purchasing decisions of young buyers, who often view them as role models. By partnering with influencers whose followers align with a brand's target demographic, marketers can build credibility and reach young audiences in a relatable way.

### **Utilising Social Media as a Discovery Tool**

Social media platforms like Instagram, Snapchat, and TikTok are prime discovery channels for young consumers who are constantly exploring new products and trends online. Brands can create content that sparks curiosity and aligns with the values and aesthetics young audiences are drawn to. Interactive content such as polls, quizzes, and live sessions can enhance engagement and make product discovery feel more immersive.

### **Optimising Websites for Visibility and User Experience**

A well-optimised website not only ranks higher on search engines like Google but also offers a seamless, engaging experience for visitors. To attract and retain young consumers, websites should be mobile-friendly, visually appealing, and easy to navigate. Ensuring that the site loads quickly, has a modern design, and includes clear product descriptions and engaging visuals can enhance the browsing experience.

### **Enhancing Post-Purchase Satisfaction**

Post-purchase satisfaction is crucial for building customer loyalty, particularly with younger buyers who are vocal about their experiences online. Brands can enhance satisfaction by offering excellent customer service, responding promptly to inquiries, and addressing concerns through various communication channels. Implementing loyalty programs can incentivize repeat purchases, while collecting feedback allows businesses to understand customer expectations better and make improvements.

### **3.4 Psychological and behavioural impact of social media on youngsters**

Social media significantly impacts young people's psychological and behavioural patterns, influencing their self-perception, mental health, social skills, lifestyle choices, and academic performance. These platforms provide both positive and negative effects, with many youngsters using social media as a primary source of connection, entertainment, and self-expression.

One significant impact of social media is on self-esteem and body image. Young people frequently compare themselves to their peers and influencers online, where highly curated and edited images often set unrealistic beauty standards. This constant comparison can foster feelings of inadequacy, leading some young people to develop body dissatisfaction and, in more severe cases, issues like body dysmorphia or eating disorders. Furthermore, social media platforms encourage validation through likes, comments, and shares, making self-worth dependent on social media feedback, which can negatively impact young people's self-image.

The effect on mental health is another profound area, with studies linking social media use to higher levels of anxiety and depression. The fear of missing out (FOMO), combined with the pressures to maintain a "perfect" online presence, adds to these mental health struggles. Excessive screen time, especially before bed, also disrupts sleep patterns, contributing to mood issues, concentration problems, and increased susceptibility to depression. Additionally, the dopamine spikes triggered by social media notifications can create a dependency similar to addiction, leading to compulsive usage patterns that interfere with daily life and wellbeing.

Social media also influences social skills and relationships, often fostering superficial connections. Although it facilitates connectivity, over-reliance on social

media can limit the depth of relationships and hinder young people's ability to develop face-to-face social skills and emotional intelligence. Ironically, high social media use can also contribute to loneliness, as observing others' idealised lives can make young people feel isolated or excluded. Cyberbullying remains a serious concern, as social media's anonymity enables users to bully without consequences, which can lead to emotional distress, anxiety, and damaged self-esteem for young people affected by it.

Social media also affects behaviour, potentially normalising risky choices. Influencers often display or endorse risky behaviours, such as substance use or dangerous stunts, which young viewers may imitate. Viral challenges, fueled by peer pressure, sometimes involve unsafe actions performed in pursuit of online validation. Social media's consumer-driven culture encourages materialism and consumerism, as influencers frequently endorse products and luxury lifestyles, leading young viewers to adopt materialistic values and unsustainable spending habits.

The impact of social media extends to academic performance and productivity. Frequent use can lead to procrastination, as students often scroll through social feeds during study time, reducing focus and productivity. While social media promotes multitasking, shifting between tasks tends to impair cognitive performance and concentration, limiting young people's effectiveness in completing assignments or studying.

Despite these concerns, social media offers several positive influences. It enables young people to join supportive communities, especially beneficial for those with unique interests or personal challenges. These communities provide a sense of belonging and emotional support, fostering healthy social connections.

Social media also serves as an educational tool, exposing youngsters to diverse perspectives, current events, and mental health resources, empowering them to better understand global issues and improve their awareness.

The psychological and behavioural impact of social media on young people is multifaceted, with both empowering and potentially harmful effects.



### **3.5 Impact of different social media platform on purchase decisions of youngsters**

Social media platforms play a crucial role in shaping the purchasing decisions of young consumers. As these platforms have evolved, they have become vibrant marketplaces where young people discover products, interact with brands, and engage with their peers. The unique features of each platform—be it Instagram’s visual storytelling, TikTok’s viral trends, or Pinterest’s planning-oriented interface—create distinct pathways that influence how youngsters perceive and decide on their purchases.



Source: google

Instagram is particularly powerful for its visual appeal. Young users are drawn to stunning images and videos that showcase products in enticing ways. Influencers play a pivotal role here; when a favourite influencer endorses a product, young consumers often feel a strong sense of trust and are more likely to make a purchase. The platform's shopping features, like product tagging, streamline the buying process, making it easy for users to transition from browsing to buying in just a few taps.



Facebook the platform's broad demographic reach allows brands to connect with a diverse audience, including many younger users. Its sophisticated advertising tools enable businesses to target specific interests and behaviours, which can have a direct impact on young people's purchasing decisions.

TikTok captures the essence of trend-driven shopping. With its short, engaging videos, products can go viral overnight, leading to spontaneous buying sprees among young consumers. This platform thrives on authenticity; relatable content and genuine reviews resonate with users, particularly those from Generation Z.

Pinterest serves as a visual inspiration board for many young shoppers. Users often turn to Pinterest when planning future purchases, particularly in niches like fashion and home decor. The platform is known for high purchase intent, allowing brands to target users who are already primed to buy. The ability to save or "pin" items means that interest can build over time, leading to conversions when users are ready to shop.

YouTube, young consumers find a wealth of information through in-depth product reviews, tutorials, and unboxings. The platform's longer video format allows for a deeper exploration of products, helping users make informed decisions. Influencers on YouTube often cultivate long-term relationships with their followers, establishing trust that can greatly enhance purchasing intent.

## 4.6 Factors Influencing Young People's Purchase Decisions

Understanding what drives the buying behaviour of young consumers is essential for businesses aiming to connect meaningfully with their audience. By identifying the factors that influence these decisions, companies can tailor their marketing strategies to align with the desires and needs of young shoppers. Here, we will explore some of the factors that influence them

**Social Factors** - Social influences are powerful in shaping young consumers' buying behaviour, often stemming from interactions with family, friends, and peers.

- **Family and Household Dynamics:** Family members significantly affect each other's purchasing choices. For instance, parents may prioritize products that benefit their children. Understanding these dynamics through surveys can help businesses tailor their marketing strategies to appeal to family-oriented needs.
- **Peer Influence:** Friends and social circles can heavily sway purchasing decisions. When a consumer sees their friends endorsing a product, they're more likely to consider it. Brands can leverage this by creating gamified referral programs that reward customers for sharing their positive experiences, fostering word-of-mouth marketing.
- **Social Status:** Many young consumers make purchases to enhance their social standing. Products that convey luxury or success are particularly appealing. Utilising storytelling and user-generated content can effectively communicate how a product can elevate one's social status.

**Economic Factors** - Economic conditions play a crucial role in shaping consumer behaviour, affecting both purchasing power and decision-making processes.

- **Income Levels:** A consumer's income directly influences their spending power. Higher income typically leads to more discretionary spending, while lower income often results in budget-conscious choices.
- **Broader Economic Conditions:** Economic factors like inflation can greatly influence spending habits. During challenging economic times, consumers tend to prioritise essential purchases over luxury items. Brands can adjust their strategies, such as offering rewards for essential purchases, to remain relevant during economic downturns.
- **Price Sensitivity:** Young consumers often compare prices and seek discounts before making a purchase. Implementing loyalty programs that offer exclusive deals can help retain these price-sensitive customers, attracting those who are budget-conscious and encouraging long-term loyalty.

**Cultural Factors** - Cultural influences significantly affect consumer choices, shaping their values, beliefs, and traditions.

- **Cultural Norms:** Different cultures dictate what products are desirable. For instance, in family-oriented cultures, products that cater to family needs may be more appealing. Gathering feedback can help brands align their offerings with cultural values.

- **Social Traditions:** Special occasions and traditions can drive consumer behaviour. Brands can capitalise on this by creating promotions tied to cultural events, enhancing engagement during holidays with themed offers.
- **Lifestyle Preferences:** A person's cultural background also influences their lifestyle choices, including health-related products. Engaging consumers with quizzes or challenges related to popular lifestyle trends can attract interest and boost sales.

**Technological Factors** - Technology has transformed how young consumers interact with products and make purchasing decisions.

- **Access to Information:** The internet provides consumers with easy access to information for comparing products, reading reviews, and researching prices. Brands can use surveys to understand how customers leverage technology in their purchasing process and adapt their strategies accordingly.
- **Online Shopping Trends:** The shift towards e-commerce and mobile shopping has changed how young people shop. Ensuring a strong online presence is vital for brands to remain top-of-mind in this digital landscape.
- **Personalization:** Advances in technology allow for personalised shopping experiences based on past behaviours and preferences. Implementing gamified features tailored to individual user data can enhance the shopping experience and drive engagement.

**Personal Factors** - Personal characteristics, such as age, occupation, lifestyle, and economic status, also influence young consumers' buying decisions.

- **Age and Life Stage:** Age impacts purchasing needs and preferences. For example, young adults may prioritise tech gadgets, while older consumers might focus on health products. Segmenting your audience based on age allows for tailored marketing strategies that cater to specific demographic needs.
- **Occupation and Education:** A consumer's job and educational background influence their buying behaviour. Professionals may seek high-quality products, while students may look for budget-friendly options.

### **3.7 Comparison between traditional marketing and modern marketing through social media**

Traditional marketing strategies refer to the various marketing techniques that have been in use for many years, such as television and radio advertisements, print ads in newspapers, magazines, and direct mail campaigns. These traditional marketing techniques are often used to reach a large target market, along with a broad audience, and are effective for creating brand awareness. Social media marketing refers to the use of social media platforms, such as Facebook, Twitter, and Instagram, to promote a product or service. This type of marketing is focused on creating content that will be shared by users on their social media networks, with the goal of generating leads or sales.

Traditional marketing and social media marketing have distinct characteristics that can significantly impact a business's approach and effectiveness in reaching its audience.

Traditional marketing, such as television and radio ads, is known for its broad reach. It can create substantial brand awareness among a wide array of consumers, making it particularly useful for businesses aiming to capture the attention of a large audience. However, this general approach often lacks the precision that modern businesses require to connect with specific demographic groups effectively.

On the other hand, social media marketing excels in creating personalised and targeted marketing efforts. By leveraging data analytics from platforms, businesses can identify and reach specific demographics, interests, and behaviours. This targeted approach not only improves efficiency but also increases the likelihood of converting potential customers into loyal ones.

The level of interaction differs significantly between the two marketing strategies. Traditional methods generally operate as a one-way communication channel where the brand delivers messages without receiving direct feedback from consumers. This can create brand awareness but misses opportunities for engagement.

Conversely, social media allows for real-time, two-way interactions between brands and consumers. This engagement fosters a sense of community and builds customer loyalty as consumers can leave comments, ask questions, and share experiences.

When it comes to speed, traditional marketing campaigns often require extensive planning and resources, leading to longer execution times. In contrast, social media marketing can be implemented almost instantly, enabling businesses to respond swiftly to trends and current events. This agility is crucial in today's fast-paced digital landscape.

In terms of cost, traditional marketing tends to be more expensive, with significant investments needed for ad space and airtime. Meanwhile, social media marketing offers a cost-effective alternative, allowing companies to reach their target audience through organic content and targeted ads. This flexibility in budgeting helps small and medium-sized enterprises allocate their resources more effectively.

Tracking and measuring the effectiveness of marketing efforts is another area where social media has an advantage. Traditional advertising often lacks detailed analytics, making it challenging to assess ROI. In contrast, social media provides comprehensive tracking tools, allowing businesses to measure clicks, impressions, engagement, and conversions, leading to more informed decision-making.



Personalization is limited in traditional advertising, which can make it difficult to engage customers meaningfully. Social media marketing, however, allows brands to create tailored content based on user data and interactions. This level of personalization helps brands resonate with specific audience segments, enhancing customer engagement.

Control over messaging is another key distinction. In traditional marketing, brands have limited control over how their messages are perceived as ads are broadcast to a broad audience. In contrast, social media grants businesses greater control over content creation and customer interaction, enabling them to craft messages that align more closely with their target audience's values and preferences.

Flexibility is also an important factor. Traditional marketing campaigns often require significant planning, making it hard for businesses to pivot quickly. Social media marketing, on the other hand, is much more adaptable, allowing companies to create and adjust content on the fly in response to changing market conditions.

Finally, customer insights differ considerably between the two approaches. Traditional media often provides limited understanding of consumer behaviour and preferences, making it challenging for businesses to tailor their messages effectively. In contrast, social media offers a wealth of data on audience interests and interactions, enabling companies to refine their strategies and create relevant content that resonates with their target audience.

### **3.8 Future trends of social media on purchase decisions of youngsters**

As social media continues to reshape how young people make purchasing decisions, staying attuned to emerging trends is vital for brands looking to connect with this demographic. One significant trend is the dominance of video content. With platforms like TikTok and Instagram leading the way, video has become the preferred medium for 86% of marketers. For young consumers, engaging video content not only captures attention but also influences their buying choices, making it essential for brands to invest in high-quality visual storytelling.

Influencer marketing has also proven to be a powerful tool in shaping the purchasing decisions of young people. Collaborating with micro and nano-influencers—individuals with smaller, yet highly engaged followings—can foster a sense of authenticity. Young consumers are more likely to trust recommendations from influencers they feel a personal connection to, enhancing the effectiveness of marketing campaigns. The rise of ephemeral content, such as disappearing stories on social media, is another trend that caters to the urgency young consumers often feel. This format encourages immediate engagement, prompting users to interact with brands in real-time. Companies that harness this trend can create a sense of exclusivity and urgency around their products, compelling young buyers to act quickly.

As social media platforms evolve, new channels are emerging that capture the attention of younger audiences. Brands need to remain agile, adapting their strategies to include these platforms in order to effectively reach and influence their target market. The integration of social commerce—where social media and e-commerce merge—offers young consumers a seamless shopping experience directly within their favourite platforms.

Brands must develop strategies that leverage social commerce to connect with younger shoppers where they already spend their time. Additionally, augmented reality (AR) is becoming increasingly relevant in marketing. Young consumers are drawn to interactive and immersive experiences, making AR an effective way to engage them. Businesses that adopt this technology can create captivating content that resonates with a tech-savvy audience. Personalization is also crucial in influencing young consumers' buying decisions. Social media enables brands to gather data and insights that help tailor marketing efforts to individual preferences. By offering personalised experiences, brands can enhance their relevance and foster loyalty among younger audiences.

Chatbots are becoming more commonplace in customer service on social media. By implementing chatbots, brands can provide real-time support, meeting the expectations of young consumers for instant responses. Finally, understanding micro-moment those brief instances when young consumers seek quick information or make purchasing decisions— will be essential. Brands that create content addressing these moments can effectively engage young shoppers and influence their choices.

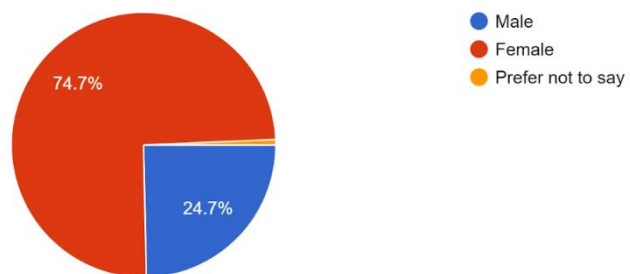
**CHAPTER – IV**  
**INTERPRETATION AND**  
**DATA ANALYSIS**

## Gender Profile

Table 4.1

	No of respondents	Percentage %
Female	112	24.7
Male	37	74.7
Prefer not to say	1	0.7
<b>Total</b>	<b>150</b>	<b>100</b>

Figure:  
4.1



Source: Primary data

### Interpretation

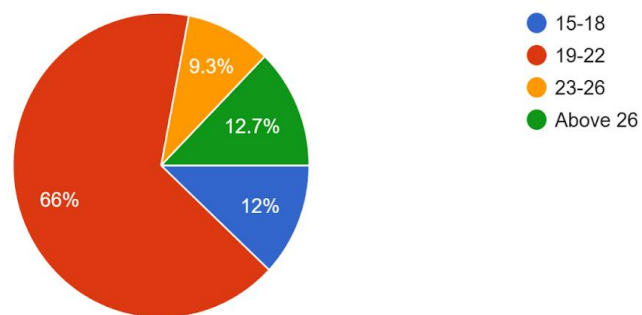
This table 4.1 represents that 74.7% (112) of the respondents are female and 24.7% (37) of the respondents are male and only 0.7% (1) of the respondents preferred not to say. We can see the graphical data for the same in chart 4.1

## Age Profile

**Table 4.2**

	No of Respondents	Percentage%
15-18	18	12
19-22	99	66
23-26	14	9.3
Above 26	19	12.7
<b>Total</b>	<b>150</b>	<b>100</b>

**Figure: 4.2**



**Source: Primary data**

### **Interpretation:**

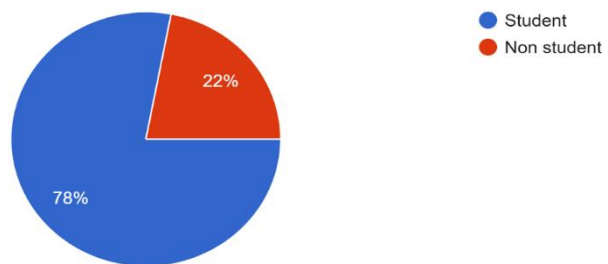
This table 4.2 represents that 12%(18) of the respondents are 15-18 years, 66%(99) of the respondents are 19-22 years, 9.3%(14) of the respondents are 23-26 and 12.7%(19) of the respondents are above 26 years. The majority 66%(99) of the respondents are 19-22 years.

## Occupation profile

Table 4.3

	No of respondents	Percentages %
Student	117	78
Non-student	33	22
Total	150	100

Figure 4.3



Source: Primary data

### Interpretations:

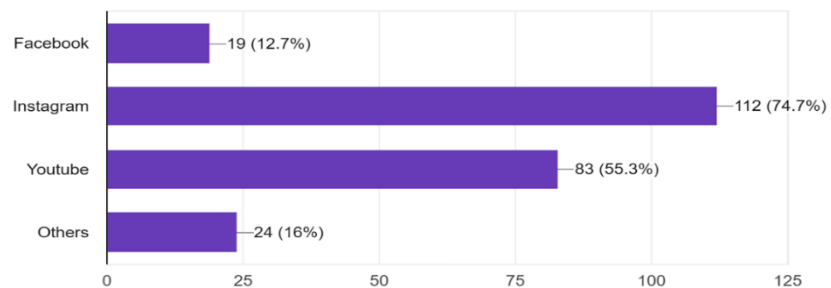
This table 4.3 represents that 78% (117) of the respondents are students and only 22%(33) of the respondents are non-students. The majority of the respondents are students 78%(117).

## Frequency of Social Media platforms used

Table 4.4

	Number of respondents	Percentage %
Facebook	19	12.7
Instagram	112	74.7
Youtube	83	55.3
Others	24	16
Total	150	100

Figure: 4.4



Source: Primary data

### Interpretation:

This table 4.1.3 represents that 12.7%(19) of the respondents uses Facebook, 74.7%(112) of the respondents uses instagram,55.3%(83) of the respondents uses YouTube and 16%(24)of the respondents, they use other social media platforms.

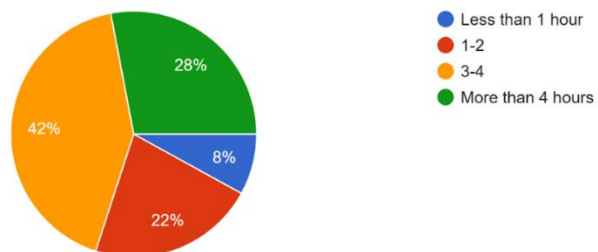


## Time spent on social media

Table 4.5

	No of respondents	Percentage %
Less than 1 hour	12	8
1-2 hours	33	22
3-4 hours	63	42
More than 4 hours	42	28
Total	150	100

Figure 4.5



Source: Primary data

### Interpretation:

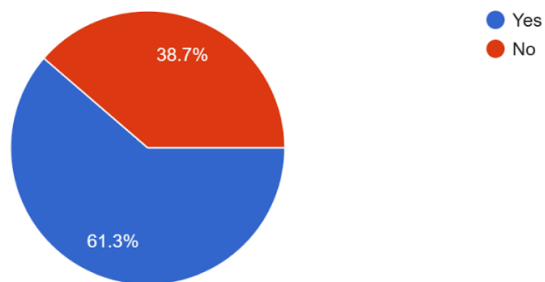
This table 4.1.5 represents that 8%(12) of the respondents spends less than 1 hour on social media, 22%(33) of the respondents spends 1-2 hours on social media, 42%(63) of the respondents spends 3-4 hours on social media and 28%(42) of the respondents, they spend more than 4 hours on social media.

## Following brands on social media by youngsters

Table 4.6

	No of respondents	Percentage %
Yes	92	61.3
No	58	38.7
Total	150	100

Figure 4.6



Source: Primary data

### Interpretation:

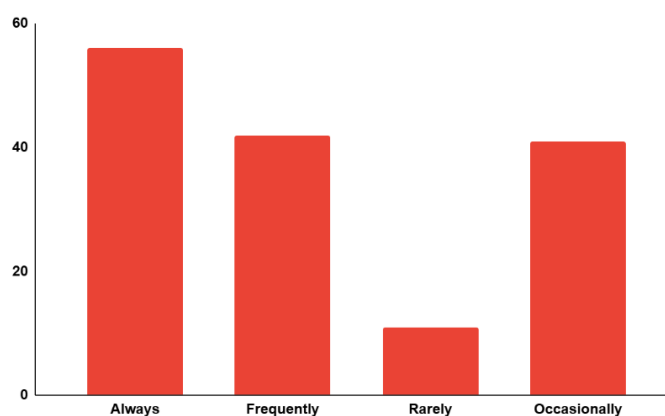
This table represents that 61.3%(92) of the respondents follows brand or a company on social media and 38.7%(58) of the respondents doesn't follow any brand or a company on social media. Therefore the majority of our respondents follow brands on social media.

## Frequency of advertisements of products on social media

Table 4.7

	No of respondents	Percentage %
<b>Always</b>	<b>56</b>	<b>37.3</b>
<b>Frequently</b>	<b>41</b>	<b>27.3</b>
<b>Rarely</b>	<b>42</b>	<b>28.0</b>
<b>Occasionally</b>	<b>11</b>	<b>7.3</b>
<b>Total</b>	<b>150</b>	<b>100</b>

Figure 4.7



Source: Primary data

### Interpretation:

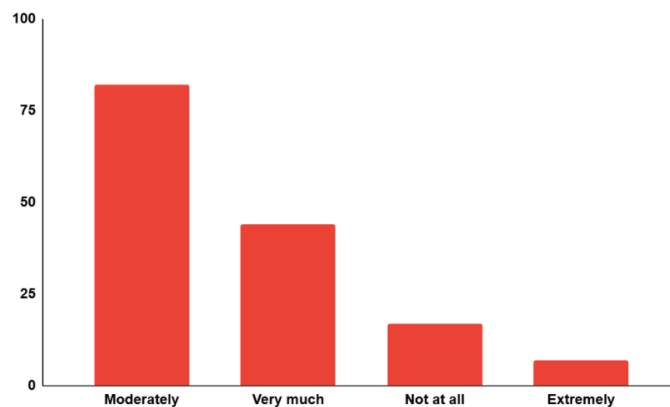
In the above table it is seen that about 37% of respondents have always seen advertisements of various products on social media and about 28% of respondents have rarely seen advertisements on social media.

## Impact of social media advertising on purchase decisions

Table 4.8

	No of respondents	Percentages %
Extremely	7	4.7
Very much	44	29.3
Moderately	82	54.7
Not at all	17	11.4
Total	150	100

Figure 4.8



Source: Primary data

### Interpretation:

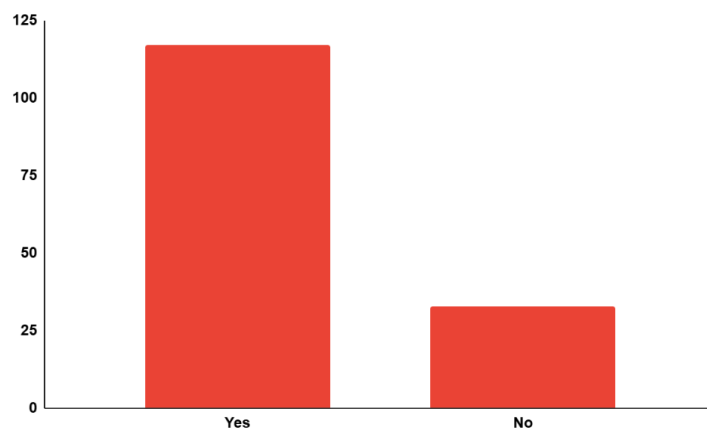
In the above table its evident that about 54% of respondents have been influenced moderately to purchase products after viewing advertisements on social media and about 11% of the respondents have not been influenced at all.

## **Purchased product after its influence from social media**

**Table 4.9**

	<b>No of respondents</b>	<b>Percentage%</b>
<b>Yes</b>	<b>117</b>	<b>78</b>
<b>No</b>	<b>33</b>	<b>22</b>
<b>Total</b>	<b>150</b>	<b>100</b>

**Figure 4.9**



**Source: Primary data**

### **Interpretation:**

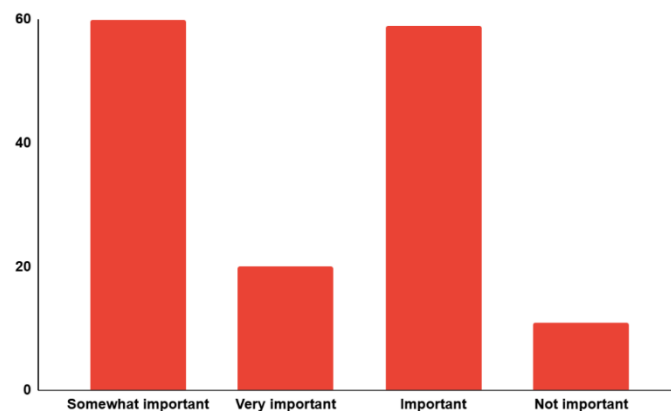
From the above table it is seen that about 78% of respondents have purchased a product after seeing it on social media and only about 22% have not purchased. This shows that the majority of the people are influenced to purchase because of its promotion on social media

## Peer Recommendation on purchase decisions

Table 4.10

	No of respondents	Percentage%
<b>Very Important</b>	<b>20</b>	<b>13.3</b>
<b>Important</b>	<b>59</b>	<b>39.3</b>
<b>Somewhat important</b>	<b>60</b>	<b>40</b>
<b>Not Important</b>	<b>11</b>	<b>7.3</b>
<b>Total</b>	<b>150</b>	<b>100</b>

Figure 4.10



Source: Primary data

### Interpretation

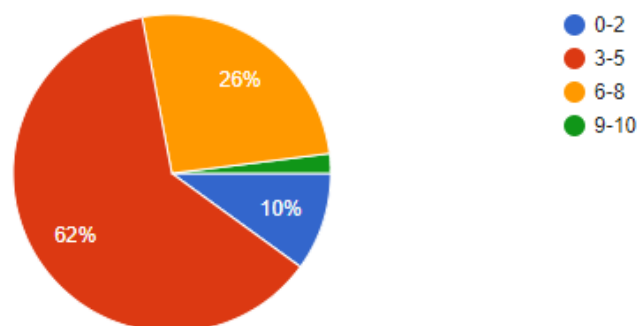
In the above table it can be deduced that 39% of respondents consider peer recommendations are important and only 7.3% of respondents think it is not important.

## Authenticity of product recommendations on social media

Table 4.11

	No. of respondents	Percentage%
0-2	15	10
3-5	93	62
6-8	39	26
9-10	3	2
Total	150	100

Figure 4.11



Source: Primary data

### Interpretation:

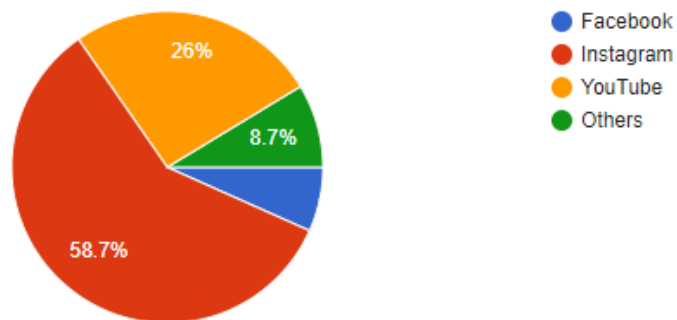
This table 4. represents that 10%(15) of the respondents have rated 0-2 on the authenticity of product recommendations on social media , 62% of the respondents have rated 3-5, 26% of the respondents have rated 6-8, and 2%(3) have rated 9-10.The majority have rated the authenticity of product recommendations on social media on 3-5.

## Influence of Social Media channels to make a purchase

Table 4.12

	No of Respondents	Percentage %
Facebook	10	6.7
Instagram	88	58.7
Youtube	39	26
Others	13	8.7
Total	150	100

Figure 4.12



Source: Primary data

### Interpretation:

This table 4.12 interprets that 6.7% (10) of the respondents are influenced on purchase decisions by Facebook. 58.7% (88) respondents on Instagram, 26% (39) respondents on Youtube, and 8.7% (13) of respondents on other social media platforms. Majority of online customers are influenced on Instagram.

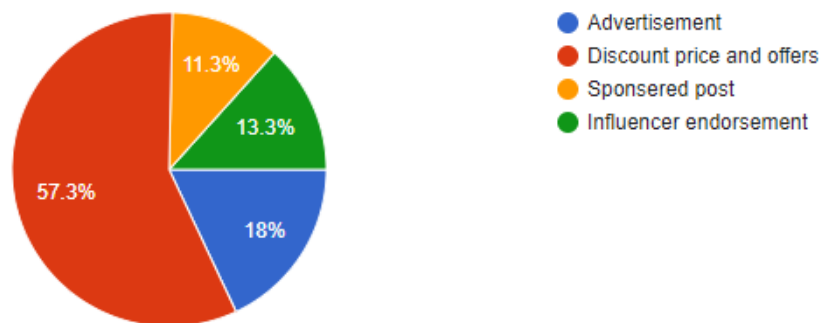


## Factors Influencing purchase decision

Table 4.13

	No of Respondents	Percentage %
Advertisement	27	18
Discount price and Offers	86	57.3
Sponsored Post	17	11.3
Influencer Endorsement	20	13.3
Total	150	100

Figure 4.13



Source: Primary data

### Interpretation:

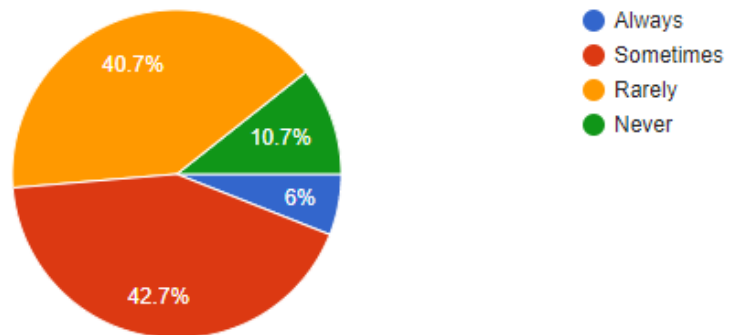
This table 4.13 interprets that 18% (27) of the respondents are influenced by advertisements on social media, 57.3 % (86) respondents on discount price and offers, 11.3% (17) respondents on sponsored post and 13.3% (20) of respondents on influencer endorsement. Majority of online customers tend to purchase at discount price and offers.

## Purchase of trendy products

Table 4.14

	No of Respondents	Percentage %
Always	9	6
Sometimes	64	42.7
Rarely	61	40.7
Never	16	10.7
Total	150	100

Figure 4.14



Source: Primary data

### Interpretation:

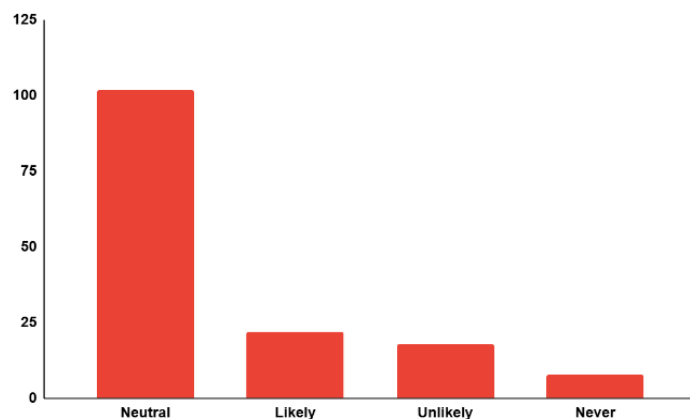
This table interprets that 6% (9) of the respondents always purchase trendy products, 42.7 % (64) sometimes, 40.4% (61) rarely and 10.7% (16) never prefer trendy products. Majority of online customers tends to purchase trendy products sometimes.

## Effect of brand loyalty towards purchasing decision

Table 4.15

	No of respondents	Percentage %
Likely	41	27.3
Neutral	85	56.7
Unlikely	17	11.3
Never	7	4.7
Total	150	100

Figure 4.15



Source: Primary data

### Interpretation:

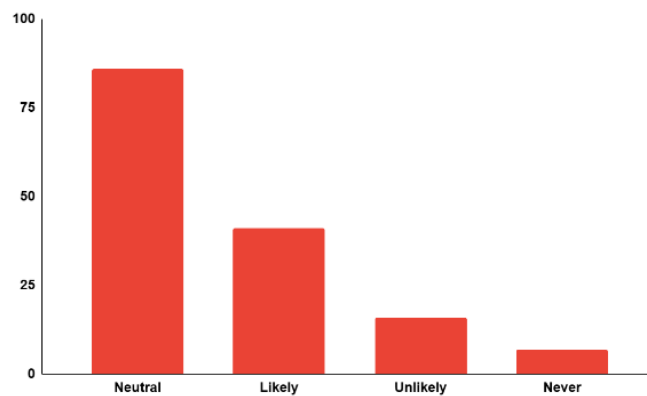
From the above table we found that 27.3% are likely to purchase, 56.7% are neutral, 11.3% are unlikely and 4.7% are never going to purchase on the effect of brand loyalty towards purchasing decisions on social media. Thus it can be interpreted that the majority of people are neutral to the effect of brand loyalty towards the purchasing decision on social media.

## Frequency of purchasing after seeing it on social media

Table 4.16

	No. of respondents	Percentage %
Likely	19	12.7
Neutral	102	68
Unlikely	21	14
Never	8	5.3
Total	150	100

Figure 4.16



Source: Primary data

### Interpretation:

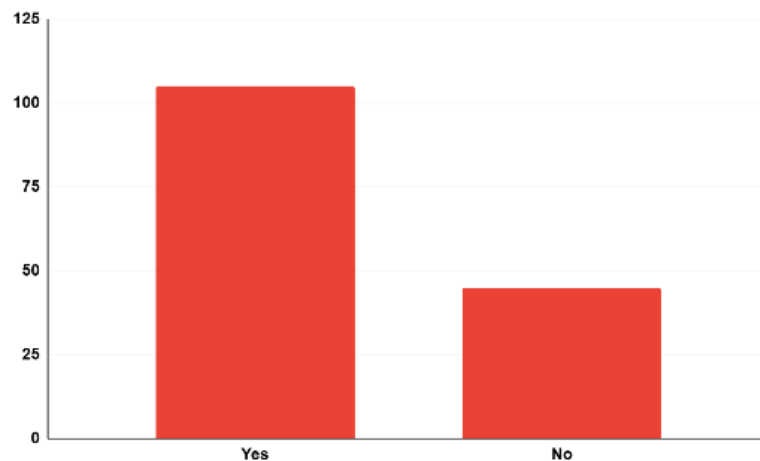
From the above table and chart it was found that 12.7% are likely to purchase, 68% are neutral, 14% are unlikely and 5.3% are never going to purchase a product after seeing it on social media.

## Brand value on purchase decision

Table 4.17

	No of respondents	Percentage %
Yes	106	70.7
No	44	29.3
Total	150	100

Figure 4.17



Source: Primary data

### Interpretation:

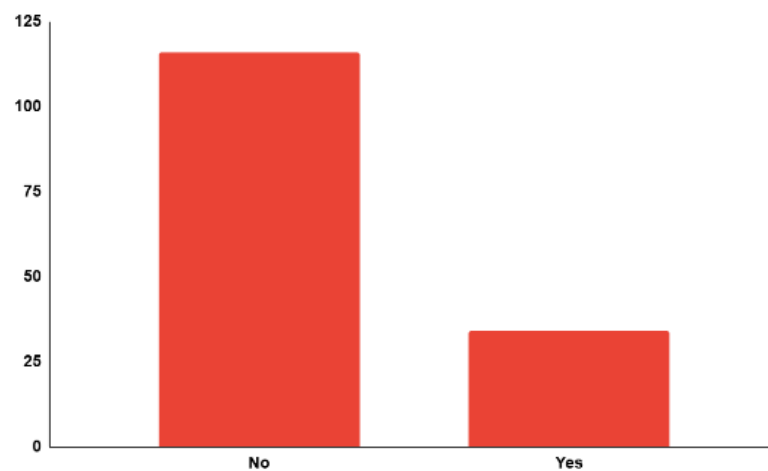
From the study it was revealed that 70.7% respondents are influenced by brand value of purchase decision and 29.3% respondents are not affected by brand value of purchase decision

## Pressure to purchase products on social media

Table 4.18

	No of respondents	Percentage %
Yes	34	22.7
No	116	77.3
Total	150	100

Figure 4.18



Source: Primary data

### Interpretation:

From the study it was revealed that 22.7% respondents get pressured into buying products on social media and 77.3% respondents don't get pressured into buying products on social media.

## **Findings**

For our topic influence of purchase decisions among youngsters we got findings from a questionnaire from 150 respondents and understood what all are the important factors.

- Majority of respondents are female, followed by male respondents, with a very small number choosing not to disclose their gender.
- Most respondents are between 19 and 22 years old, followed by smaller groups aged 15-18, 23-26, and above 26 years.
- Majority of respondents are students and the rest are non students
- Instagram is the most commonly used social media platform among respondents, followed by YouTube. A smaller number use Facebook or other platforms.
- The time spent by respondents are mostly from 3 to 4 hours on social media, followed by those who spend more than 4 hours. And a few uses it for 1-2 hours or less than an hour.
- Most respondents follow brands or companies on social media, while a few do not.
- Many respondents frequently see advertisements for various products on social media, while some rarely come across them.
- The impact of advertisement on purchase decisions is many respondents have been moderately influenced to purchase products after seeing advertisements on social media, while a smaller group has not been influenced at all.
- Most respondents have purchased a product after seeing it on social media, while a smaller group has not. This highlights the influence of social media promotions on purchasing decisions.

- Many respondents consider peer recommendations important in their purchase decisions, while a smaller group does not.
- Most respondents rated the authenticity of product recommendations on social media in the mid-range, while smaller groups gave lower or higher ratings.
- Instagram is the best channel and has the greatest influence on respondents' purchase decisions, followed by YouTube, while fewer are influenced by Facebook or other social media platforms.
- Factors influences :mostly respondents are influenced by discount prices and offers when making purchases, while others are influenced by social media advertisements, sponsored posts, or influencer endorsements.
- Most respondents sometimes purchase trendy products, while others rarely do, always do, or never prefer at all
- Most respondents are neutral about the effect of brand loyalty on their purchasing decisions on social media, while some are likely to purchase, and a smaller group is unlikely or unwilling to buy based on brand loyalty.
- Most respondents are neutral about purchasing a product after seeing it on social media, while some are likely to buy, and a smaller group is unlikely or unwilling to purchase.
- The study shows that most respondents are influenced by brand value in their purchase decisions, while a smaller group is not affected by it.
- Most respondents do not feel pressured to buy products on social media, while a smaller group does.



## **Recommendations**

From our project these are the recommendations from our topic Influence of purchasing decision are as follows

- Always remain critical, aware, and well-informed when navigating online content, as this will empower them to make more thoughtful and educated choices amidst the persuasive nature of social media marketing.
- People should avoid making impulsive purchases by carefully considering their needs, doing thorough research, and reflecting on whether a product truly adds value before making a decision.
- The young consumers should always check the authenticity of both the influencer promoting a product and the product itself to ensure that the information and recommendations are reliable and trustworthy before making a purchase decision.
- Recognize how deceptive or exaggerated ads can sometimes be.
- Watch out for social pressure in purchasing decisions, it can lead to both conscious and subconscious purchasing decisions think before you buy ,Do you need it, or are you influenced by trends. Be mindful of impulsive purchases.
- Always check for trust detailed reviews with real photos/videos. Look for unbiased reviewers who also mention cons, not just pros.
- Consider looking for sustainable and ethical brands. Check a brand's website for transparency reports. If they don't disclose supply chain details, they may not be truly ethical.
- Setting a budget so that people don't overspend just to match social media expectations. Avoid impulse buying and unnecessary debt. Regularly review and adjust budget as needed.

## **Conclusion**

In today's digital world, social media plays a crucial role in shaping the purchasing decisions of young consumers. Through this study, we explored how different social media platforms such as Instagram and Facebook, influence these decisions. Our findings suggest that visually driven platforms, especially Instagram, have a stronger impact due to their interactive and engaging nature.

We also examined various social media marketing strategies, including influencer marketing, advertisements, and content marketing. Additionally, peer recommendations, reviews, and shared experiences on social media heavily influence purchasing behavior. Youngsters rely on product reviews, unboxing videos, and testimonials before making a purchase. A positive review from a peer or a social media personality often boosts confidence in a product, whereas negative feedback can deter them. Reflecting on the objectives of this study, we can conclude that social media has a profound impact on the purchasing habits of youngsters. It not only influences what they buy but also how they perceive brands. The problem statement was effectively addressed, as we identified the platforms that hold the most influence, examined marketing strategies, and assessed the role of peer recommendations. However, further research could explore how different demographic factors, such as gender and socioeconomic background, shape social media-driven purchasing behavior.

Ultimately, this study highlights the growing power of social media in modern consumer culture. Brands must recognize this influence and adapt their marketing strategies to connect with young audiences in an authentic and engaging way.

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## **Annexure**

Name of the respondent

Gender of the respondent

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Age Group

- ☐ 15-18
- ☐ 19-22
- ☐ 23-26
- ☐ Above 26

Occupation

- ☐ Student
- ☐ Non student

Which social media platforms do you use regularly ?

- ☐ Facebook
- ☐ Instagram
- ☐ Youtube
- ☐ Others

How many hours a day you spend on social media ?

- ☐ Less than 1 hour
- ☐ 1-2
- ☐ 3-4
- ☐ More than 4 hours

Do you follow brands or companies on social media ?

- ☐ Yes
- ☐ No

How often do you see advertisements for a product or a services on social media ?

- ☐ Always
- ☐ Occasionally
- ☐ Frequently
- ☐ Rarely

How much do social media advertisements influence your purchasing decisions?

- ☐ Extremely
- ☐ Very much
- ☐ Moderately
- ☐ Not at all

Have you ever purchased a product after seeing it on social media?

- ☐ Yes
- ☐ No

How important are peer recommendation for your purchasing decisions?

- ☐ Very important
- ☐ Important
- ☐ Somewhat important
- ☐ Not important

How do you rate about the authenticity of product recommendations on social media?

- ☐ 0-2
- ☐ 3-5
- ☐ 6-8
- ☐ 9-10

Which social channels influence you the most to make a purchase?

- ☐ Facebook
- ☐ Instagram
- ☐ YouTube
- ☐ Others

Which social media marketing may have influenced you the most to make a purchase

- ☐ Advertisement
- ☐ Discount price and offers
- ☐ Sponsored post
- ☐ Influencer endorsement

How often do you purchase products just because it's trendy?

- ☐ Always
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

How likely are you to purchase a product after seeing it on social media ?

- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Never

How much does brand loyalty affect your purchasing decisions on social media?

- ☐ Likely
- ☐ Neutral
- ☐ Unlikely
- ☐ Never

Does the brand value affect your purchase decisions ?

- ☐ Yes
- ☐ No

Do you get pressured into buying products on social media?\*

- ☐ Yes
- ☐ No