

# Impact of Social Media on Youth Purchases Behaviour

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## **Abstract:**

The research focuses to find out “The Impact of Social Media on Youth Purchasing Behaviour. The data was collected doing an online questionnaire survey. The questionnaire was distributed to a sample of 350 young people age between 18-35 WhatsApp and Facebook pages. The response rate consisted of 305 respondents and the valid ones were 303. Statistical analysis was executed using Statistical Package for Social Sciences (SPSS) to find out the impact of social media on youth purchases behaviour. The research find that there is a significant impact of the popular used social media applications (Facebook, Instagram, Snap chat, Twitter, YouTube, and WhatsApp) on the youth purchasing behaviour.

## **INTRODUCTION**

Social media has both negative and positive impact on youth. It helps youth to stay connected with the people living far away. Social media brings glee in the lives of those who have given up hope of living. It brings fun, enjoyment, and euphoria in them. It even helps people to expand their business. Social media also consists of the online store attributes that influence consumers’ perception of an online store. It even helps depressed and melancholic to explore the world in just one device. It allows students to work with new technologies. Social media did its great job in Corona period. It spread the awareness about washing hands, wearing masks and keeping social distancing. Social media is helpful in recognizing needs and the interactions in the social media motivate the consumers to purchase the products. Going with the former first, social media has reduced the world to a global village. Youth can interact with people with other part of world in just one click. Apart from just socializing the social network have become frontiers for the cooperate worlds to advertise their goods and services. Youth can earn a considerable amount of money by podcasts and vlogs. Social media also a very good platform for youth to show their talent.

Youth can also run their business through social media. Social media has also made it possible for people to work from anywhere on earth; this is referred as virtual teaming. Although along with some positive side, it has negative side as well.

Youth these days are indulging and inculcating the habits of social media at this extent that they even do not bother to read the books and newspapers. Print media is still very trusted site than social or electronic media. Youth even share personal information that they should not share. Social media pose risk to the country's peace and tranquillity in many ways. Youth nowadays are getting to much addicted that they even neglect their daily eating routine, which leads to few disorders like annexure nervosa. Media impact can likewise be aberrant. For example, this may incorporate sexualize picture and substance on Instagram, snap chat, Facebook and YouTube. It may likewise remember fierce symbolism and coarse language for news media, narratives, computer games, and some tune verses. This sort of media impact can propose to youngsters that specific methods of carrying on and looking are „typical“.

A lot of web based additionally prompts enslavement. Society today is brimming with individuals seating close to one another, not talking, however gazing at their telephones. Young people are investing more energy with their online media companions than with their family and friends. At the point when they wake up, the primary thing they check is their web-based media accounts. Before they rest, the exact opposite thing they check are the updates.

## **Research Objectives**

The objectives of the research is to understand Impact of Social Media on Youth Purchases Behaviour.

## **Literature Reviews**

1. Nyagucha, M.A., 2017, in research paper tried to find out the impact of social media on the consumer purchase behaviour in Nairobi. The data was collected from 400 respondents and correlation was used to analyse the data. The results of the research showed that there is an impact of social media on the pre purchase stage of the respondent. Consumers can search for products in social media more easily than the mass media. Social media is helpful in recognizing of needs and the interactions in the social media motivate the consumers to purchase the products. The consumers can express their satisfaction or dissatisfaction through the social media. Social media helps the consumers to share their opinions about the products.
2. Kumar.V.,Varma.M., Sangvikar.B., Pawar.A., in research paper tried to explain Transformation of Customer Purchase Behaviour and impact of social media in customer behaviour in terms of

purchasing. The developing accentuation on overall extension and far reaching utilization of innovation and technology in all types of promotion in marketing. For this examination, the analysts have gathered the information from 327 clients from India is gathered utilizing the irregular testing strategy with the assistance of survey and meeting technique. The web-based media is stages altogether influences the buyers, and shopper observation assumes an indispensable function in the buy choices of the client over the online mediums.

3. M.M.K., Waheed.M.,Yaakup.H., Nizam.M., PhD, in research paper tried to explain the motivation behind this paper is to distinguish and decide the effects of online media on society identifying with adolescents. A subjective methodology has applied utilizing auxiliary information by social event data from diary articles and government sites just as worldwide destinations to accomplish the goals. They also explain Pros and cons of social media on teenagers. According to their research, it is assessed that the aggregate sums of enrolled clients of web-based media are 2.80 billion around the globe. As per the ongoing reports, Facebook is one of the most well-known online media that has accomplished 2.23 billion dynamic clients in a month followed by YouTube, Twitter, and Instagram. Well social media has good and bad impacts on teenager it is depend upon user that how they are utilizing it.
4. Chan.C., M.J. Holosko., in research paper tried to explain article reports a contextual analysis that planned to investigate and conceptualize the utilization of online media in youth outreach commitment in Hong Kong. They also explain their theory by different case studies, analysis, statistics' and data's. Most importantly, the findings herein show that social media have enabled certain outreach practice processes, such as the initial search, initial encounters, icebreaking, and networking. It is presently conceivable to create outreach models dependent on interpersonal organizations. Contrasted with ordinary effort, as shown, online effort exhibits more noteworthy perceivability of cooperation's and improved instantaneousness, yet it additionally suggests new difficulties.
5. C.H. Park., and Y.G Kim., in research paper tried to find out the relationship between various characteristics of online shopping and consumer purchase Behaviour. Aftereffects of the online overview with 602 Korean clients of online book shops show that data quality, UI quality, and security discernments influence data fulfilment and social advantage,that thus, are fundamentally identified with every buyer's webpage responsibility and genuine buy conduct. They developed a research model for the consumers' relational purchasing behaviour. This model consists of the online store attributes that influence consumers' perception of an online store. For the key mediating factors

affecting the consumers' shopping behaviour, we examine two constructs: information satisfaction and relational benefit.

6. Christina., in research paper tried to find the impact of web-based media on youth web based buying goal to look at the commitment made by adverts configuration on affecting youth internet buying expectation, to dissect how Electronic Word of Mouth data via web-based media impacts youth web based buying goal and to get to how direness of administration conveyance impacts youth web based buying goal. In an examination on youth, online networking and social change, Christina found that unnecessary utilization of internet-based life opens young people to a virtual relationship, which might be hazardous because of unseemly substance or hostile lead.
7. Reynolds.J., in research paper tried to find Business-betting publicizing is predominant in our public today and alludes to publicizing that advances openly authorized betting and its items to shoppers. The inescapability of this promoting adequately guarantees that adolescent will be presented to it in their everyday lives. Notwithstanding, little is thought about the impact it might have on the information, perspectives, and practices of youth. This report presents the consequences of the primary investigation in Ontario to look at the conceivable effect of business betting promoting on youth. The basic role of the examination was to investigate the manners in which that business betting promoting may influence the perspectives, information, convictions, and social aims of youth. In spite of the fact that this examination is an exploratory investigation, the discoveries have suggestions for future examination, preventive programming, and sound public strategy. In this exploration paper, content examination was performed on more than 450 business betting promotions (counting print, radio, TV, and open air signage).
8. M.N. Abbasi., M.R. Sheikh., Saeed.R.,Imdadullah.M., in research paper tried to find out the effect of enthusiastic appeal(s) on the buying conduct of Pakistani purchasers particularly youth age running between sixteen to forty years. Furthermore, this examination test the differential effect of different enthusiastic advances, including, satisfaction, humour, dread, statement with a double meaning, derision, or joke on shopper buy conduct. An overall review guided by an organized survey through intrigue inspecting has been regulated over a significant example of 400 customers. Information was gathered from the clients of the media transmission industry of Pakistan. Generally, results uncover that passionate offers adequately impact buying conduct of Pakistani youth.
9. Awobamise.A.O., in research paper tried to explain examination centres around recognizing how electronic shopping centres and their adverts on informal communication destinations may be influencing shopper going through with specific reference to Nigerian young people. The

investigation utilized the quantitative procedure - 1,600 polls were circulated and 1,349 were viewed as appropriate for use in this examination subsequent to disposing of harmed or mistakenly filled surveys. This investigation received a multi-disciplinary methodology while choosing the pertinent hypotheses to fill in as the scenery for the examination; shopping inclination hypothesis and innovative determinism were utilized as the hypothetical foundation to the theory. Toward the finish of this investigation, it was demonstrated that there is in fact a connection between internet shopping centers and youth spending designs. It was demonstrated that introduction to web-based media and web based shopping centers through online media has expanded spending among Nigerian young people.

10. Adegboyega.L.O. in research paper tried to research the impact of web- based media on the sexual conduct of youth in Kwara State. Engaging examination configuration was received for the investigation. A sum of 395 youth partook in the investigation. One exploration question was raised while three invalid speculations were defined and tried at 0.05 degree of importance. The instrument utilized for information assortment for this investigation was an analyst planned poll named "Impact of Social Media Questionnaire" (ISMQ). The discoveries uncovered that online media has significant effect on the sexual conduct of youth in Kwara State. Online media drives understudies to the demonstration of sending sensual messages, watching explicit movies and films, and furthermore increments hazardous sexual conduct, for example, masturbation. There were no huge contrasts in the impact of online media on sexual conduct of youth in Kwara State dependent on sex, age and college joined in.
11. Manzoor.U.,Baig.S.A., Hashim.M., Abdul Sami in research paper tried to find out Effective advertising and advancement systems accomplish client improvement, gainfulness, and long haul organization achievement. Present business sectors become more serious through evolving markets, globalization, and inventive innovation, which have quickly changed the business world. Stages like Facebook, Twitter, and YouTube are pushing showcasing organizations toward another heading utilizing web-based media advertising. Web-based media has entered so profoundly into a huge number of individuals' carries on with worldwide that it has additionally stood out for marketers. The information was gathered from Faisalabad, and the example size was 250 members. Among the 250 surveys, 190 are useable. The outcomes show that trust and web-based media impact fundamentally influence shoppers' buy aims.
12. Evelyn D.M., Appiah.D., in research paper tried to investigate the extent of social media use and the purposes, access, and challenges of its use by the young people of Nima and Maamobi, two suburbs

of Accra, Ghana. One hundred fifty youth ages 11–19 and five adult Internet café attendants participated in the study. The findings revealed patterns of young people's social media use consistent with similar studies of youth in other countries, with high use among the youth in these two economically and educationally disadvantaged communities. The study revealed the need for young people to have a greater awareness of the risks of social media use. The conclusions include recommendations for nationwide education of youth in Ghana about responsible use of social media, with policy and educational interventions led by multiple stakeholders, including school and public libraries and government agencies, to maximize the benefits and minimize the risks of social media use among Ghanaian youth.

13. Jain.G.,Rakesh.S., Raman.K., in research paper tried to explain that Organizations are moving their advertising methodologies towards web- based media for advancing their items and administrations. Online video ads are one of the quickest developing foundations of web-based media publicizing. This article gives itemized models to advertisers giving information on various components affecting customer buy aim subsequent to viewing on the web video promotion. The motivation behind this article is to propose a model including ad worth, mentality and their effect on buy goal if there should arise an occurrence of online video ads among Indian youth. The investigation demonstrated that a notice esteem model given by Ducoffe was not pertinent if there should arise an occurrence of online video commercials. Intrusiveness/Irritation has no huge effect on notice an incentive as in instance of Ducoffe's model despite the fact that it altogether impacts demeanor towards online video ads.
14. Thao, H.T.P., and Hoa, N.L.T., 2018., in research paper tried to find out the impact of e-WOM through social media. The data was collected from 550 respondents. A qualitative and quantitative method was used to analysis the data. The result shows that motivations of social media usage had positively impacted on social e-WOW, social e-WOW influenced positively consumers' trust and attitude towards brands of goods and services.
15. Safia, A., Chai, J., Frimpong, A.N.K. and Akram, U., 2019 in research paper tried to find out the impact of social media on the online buying Behaviour of youth in a developing country. The data was collected from 192 respondents of 34 developing countries. Convenience sampling was used to analyse the data. Correlation and multiple regression analysis were used to analyse the data. The results confirmed that there is an impact of social media on online buying Behaviour of consumers. Live chats with customer care, ratings and reviews by the consumers on social media, e-word of mouth, recommendations of the products on the social media websites, higher visibility of products on social media helps in the adaptation of the products.

16. Ramnarain, Yavisha, 2011, in research paper tried to explain if we utilize the social media in efficient way then how it can be good for marketers and youth as well in selling and buying behaviour. The data is collected from all the students of Kwa-Zulu University whose age is in between 18-24 and sampling technique and quantitative analysis were used in analysing the data. In the research they found out, as day by day the usage of social media is increasing, the platform for marketers is becoming very rich interactive and for youth in influencing the purchase behaviour in simple means social media has created endless opportunities for everyone.
17. Ramnarain, Y. and Govender, K.K., 2013, in research paper tried to find out the influence of social media on the purchase behaviour of young consumers. The data was collected from 150 students and chi square test was used to analyse the data. The results confirmed that young consumers are shifting from traditional media towards social media. Social media provides sufficient information to the young consumers during the decision making process. The young consumers are influenced through advertisements in social media as the young consumers are spending a lot of time in different social media platforms.
18. Agrawal, K. and Jaliwala, H., 2013. In research paper tried to find out the different set of people who are concerned with the effect of social media on e-purchase among youth. The data was collected from 115 Respondents, College students and youth in the age group of 18-28 at indore (M.P.) region. Non probability Convenience Sampling was used to analyze the data. The result shows that youth on social media plays a very important role in both positive and negative aspects for a company and agencies; word of mouth is one essential part of that.
19. Chaturvedi, D., Gupta, D. and Singh Hada, D., 2014. In research paper tried to find out the impact of youth buying behaviour on marketers strategies. The data was collected from 50 Respondents. Survey Method and Random Sampling is used to collect the data. The result shows that youth buying behaviour is changing very rapidly & marketers have to change their strategies according to the scenario and focus more on promotional strategies.
20. Dunlop, S., Freeman, B. and Jones, S.C., 2016. In research paper tried to find out the impact of social media on youth and how it creates opportunities for corporate brands and health promotion agencies. The data was collected with the help of Instagram and Facebook. The survey was done on the age of 12-32. The result shows that in this digital age social media helps brands and companies to engage with the youth and help them in improving their health.
21. Gujaria, G. and Kamble, P., 2020, in research paper tried to find out the impact of social media ads on consumer's buying process demographically, age and gender wise. The data was collected from

- 150 respondents. Non- probability sample design was used. Random and convenience sampling method were used. The result shows that age does not have that much of impact as gender has, the usage of Social media platforms in males is more and females are good in purchase decision making.
22. Sleeba, C.L. and Nayak, M.S., in research paper tried to find out the impact of social media on youth purchase Behaviour and analysis the perception of people towards social media advertising. The data was collected from 50 respondents. Random sampling technique was used to collect the data. The result shows that online Advertising effectively affects Youth in both Positive and Negative ways.
23. Augustinus, D. and Agnes, A., 2020., in research paper tried to find out the impact of social media on promotion and affiliate marketing in boosting room sales in non-networked hotel guests. The data was collected form 60 non-network hotels in Bata. Quantitative explanatory research was used to collect the data. The result shows that non-network hotel promotion and business affiliations from online travel agencies played an important role in the hotel room sales assessment process.
24. Jeetesh, K., Rupam, K. and Balasubramanian, K., in research paper tried to explain the basic audit cycle of optional sources to recognize the determinants and estimations utilized in the reviewing instrument. Purposive examining was applied to choose the eateries, while the non- accommodation irregular inspecting method was utilized to gather information from 270 purchasers more than a quarter of a year. Afterward, PLS-SEM was utilized to examine the information. The outcomes demonstrated that the electronic verbal (E-WOM), web-based media commercial and internet requesting framework essentially decided shoppers' buying conduct. Be that as it may, profoundly available data by means of web-based media doesn't have a positive ramifications on buyers' buying conduct. The examination is contributing a lot to the food and refreshment industry.
25. Javornik, A. in research paper tried to explain augmented reality (AR) which has emerged as a relevant interactive technology in the marketing environment, increasingly used in retail contexts and often developed in formats of smart device applications. Its ability to overlay the physical environment with virtual elements such as information or images, which can interact with the physical environment in real time, provides new posse- abilities for content delivery to consumers. It consequently holds the potential to alter a large number of consumer activities, among which information search and product trials. As its use increases, there is an ever- growing need to better understand its impact on consumer behaviour and on the experience that it delivers. This paper proposes a research agenda for investigating con- Sumer behaviour related to the use of AR in marketing channels, building on previous knowledge about interactive technologies and their impact on consumer behaviour.

26. Jahwari, N.S., Rahman, K., Kalbani, G.K., Khansouri, S., in research paper tried to explain factors influencing customer satisfaction of online shopping in Oman according to youth's perspective. On the whole, 130 samples were collected from the youth. The purposive sampling method was used to collect the samples, i.e., out of 130 total samples collected, 120 samples – those performing online shopping were only considered for our study and the related analysis. SPSS was used to analyse the collected data. On the whole, the perceptions of the youth confirm that the Product Quality, Application Safety, Delivery Guarantee, and the Offers directly impact online customer satisfaction.
27. Vats, S., 2014, in research paper tried to find out the positive and negative impact of social media based direct to consumer advertisement on youth Behaviour and analyses the effect of social media promotion of prescription medicine on Behaviour of working youth. The data was collected from 120 respondents. Judgment sampling was used to collect the data. Chi-square, ANOVA and pair t-test was used to analysis the data. The result shows that positive impact has more influence than the negative impact and advertisement of Prescription drug through social media has proved successful in stimulating consumer demand.
28. Md. RakibulHasan and Md. RidhwanulHaq (Institute of Business Administration, University of Dhaka, Bangladesh) (2019): Studied about the “impact of Impact of social media on youth purchases”. They considered the variables like age group, profession, Education qualification, and time spend in Social media. Their study focused on social media impact in youth purchase. They take sample size of 4300 to study there purchase Behaviour. They find out 47% youth people influence in social media to purchase Behaviour.
29. MONICA RAMSUNDER (NOVEMBER, 2011): “THE IMPACT OF SOCIAL MEDIA MARKETING ON YOUTH PURCHASE DECISIONS”. THE OBJECTIVES RESEARCH understand the youth purchase decision. He conducted a survey in sample size of 1200. He fine out that 23% social media youth user take purchases diction through influence social media.
30. Balakrishnan et al., (2014) this study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation customers social media is the bestselling tool. This analysis provides information to international sellers in applying social media

activities to market their product.

31. Dr.SourbhiChaturvedi et al., (2014):In their study indicated that there may be 100cr. members present in social media; social media sites became an important medium for firms and consumers to meet each us for the exchange of information about products. They also suggest that the influence of social media on customer buying Behaviour is tremendous. Buying Behaviour in social network is influenced by gender, education, income, age etc.
32. D. M. ArvindMallikandShanker Narayan Rao, January 2017, in their research paper tried to find out the Impact of Digital Marketing and social media on Youth consumers Buying Behaviour. The data was collected form 250 student and Non-Probability to understand the impact of social media and digital marketing. the result of the study that young consumers influence on social media and digital marketing. Young generation are spending lot of time in internet.so the digital media marketer more focused in social media.
33. SumitChaturvedi, Dr. Sachin Gupta and Dr.Devendra Singh Hada (2014), this research paper is an attempt to analysis the Youth buyer Behaviour effect on social media. They collected data of 50 young people to understand how many time spend in which web side and how much influence for purchases Behaviour through hypostatic test. This study had given a clear indication that youth buying Behaviour is changing very rapidly & marketers have to change their strategies according to the scenario.
34. YAHIYA M.P and DR. M. SARAVANAN(2015), in this research paper tray to find out THE IMPACT OF SOCIAL MEDIA ON THE PURCHASE DECISION OF COLLEGE STUDENTS. To understand the study collected data they used TESTING OF HYPOTHESIS on 100 population. The research deals with a survey on the usage of the social media networking in the domain of youth. This study has proven that there is an increasing trend in the usage of social media among the youth. The platform of social media had undergone a substantial change in the past 20 years and is still at the stage of growth. Social media is all about answering the basic human question on how we can help one another.
35. Rodney Graeme Duffett , 2017 in this research paper tried to find out the influence of interactive social media in youth purchase . In their survey of 13000 student age range (13-18) of South Africa school student. Convenience sampling was used to analyse the data. Correlation and multiple regression analysis were used to analyse the data. The study result that social media marketing communications is given positive respond for the consumer. Using the social media they compare of the product and rating of the product.
36. Souhaila Ahmed ElyassHussain and Adam Illiasu, 2019 in there research paper tried to find out needs

and inclinations of youths regarding online purchasing intentions and habits. Specifically, the aim was to investigate the effects of family values and social networking sites (SNS) usage for commercial purposes on purchasing intention and subsequently purchasing habits of post-graduate university students. The data was collected from 114 respondents of PHD student. Convenience sampling was used to analyze the data. Correlation and multiple regression analysis were used to analyze the data. the result of the is there are strong relationships between respondents' online purchasing intention and habits , use of social networking sites for commercial purposes and online purchasing intentions as well as habits of youth.

37. N.Hajli., 2015, in research paper tried to find out that Social commerce could be a new technology in ecommerce and the application of social media allows the customers to communicate more in the net. The author proposes a brand new model to get a better understanding of social commerce employing a PLS-SEM methodology to check the model. Results show web applications attracts the consumer to interact with others on the web. Customers use social media constructs that successively increase the amount of trust and buying intention.
38. Alok R. Saboo., 2015, in research paper according to social identity theory, consumers work effortlessly to increase the attractiveness of the team's people in the group. In the world of music industry, the researcher proposed that consumers will involve in 3 social media activities to boost the attractiveness of their brands. First they send sample music in social media, secondly they follow the music artists in social media, and finally they put comments on the artists' social media websites. With respect to brand attachment theory, the researchers argue that these three activities on social media influence the consumer buying Behaviour. Statistical analysis were performed with thirty-six music artists over seventy-three weeks and the results shows how the buying Behaviour of consumer is influenced by social media activities.
39. Wang.Y., 2015, in research paper tried to find out that social media platforms has contributed to the growth of recent business developments in e-commerce and also modified the buyer decision making process. A survey was conducted with two hundred and seventeen active customers in the social commerce sites at pre-purchase stage and post-purchase stage. The results indicate that there exists both positive and negative opinion about the product. This affects the consumers' purchases. Word of mouth content in social media has an effect on 64 consumers' intention to shop for a product. The Word of mouth contents thereby increasing the chance of actual shopping for products and also helps in information sharing of product with others on social commerce sites.
40. N.Todua., 2015, in research paper tried to find out the attitude toward social media marketing, in

Georgia. The article aims to investigate the usage of social media for small business in Georgia. The influence of the research have unconcealed that social media are largely used by customers, however, there is an only little impact on the consumer buying decision. The Conclusions of the study provide more in sight for higher understandings of demand of customers in Georgia and also provides the information for implementation of the various strategies for marketing the products through social media.

41. ManjuAhuja ,2003, In their article, targeted on investigating the factors that influence the shopping Behaviour and browsing Behaviour of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer Behaviours for a specific class of merchandise and services. Social media is the1 most effective factors that influence buying Behaviour of customers.

## **Research Methodology**

This study well empirical, whereby 300 samples of quantifiable data well be collecting from young consumers so that the results can be evaluated via statistical analysis to test a theory, which is examined against reality to solve practical research problems. Hence, this inquiry used survey data to gauge the attitudes of Generation toward social marketing communications, which allowed for clearer distinctions from more traditional approaches that were used to effectively reach this group, and elaborated on previous theories on this topic. Data well be filed by 300 respondent. Data well be taken form youth the age range of youth (15 to 29 year) as define in the National youth polishes. Opinion sampling well be used for collation of data. This chapter covers research design and methodology; including study area, study population, sampling procedure, sources of data, data collection technique and data processing and analysis

### **Research Design:**

Research design is said to be the systematic approach of studying a research problem.

Research designs specify the methods and procedures for conducting a particular research.

Research design guides researchers in determining what issues to study, the process of Collecting, analyzing and interpreting data.

### **The three main types of research designs are:**

Exploratory research: its goal is to throw light on the real nature of the problem and suggest Possible solutions or new ideas. It is a kind of research design that is meant to conduct Research into issues that are not clear. Descriptive research: this involves planning a research for the purpose of identifying and illustrating the characteristics of a research occurrence. It is suitable for answering research Questions that concern what, who, how, why, when and where. Conclusive research: this research design is also known as explanatory research design or Casual research design. It is a kind of research that is for establishing relationships between Specific Direct and indirect variables. Its purpose is to test a cause-and- effect relationship. An exploratory and convenience research was adopted for the study. Undertaking an Exploratory research helped gaining more understanding into issues that are no clear. The Effectiveness of using social media in buying decisions making to students cannot be over Emphasized taking into consideration of how the effect of social media on youth purchase behavior. Students of lovely professional University are questioning why social media platforms are used in product decision making. The research seeks to assess the influence of social media on buying decisions of youth purchases behavior.

**Study Area:**

The study was conducted at lovely professional University. The population for this study comprised of students of lovely professional University .The sample size for the distribution of questionnaires was 300 student of lovely professional university.

**Sampling method:**

The sampling method that was used for the study is a purposive sampling method. A purposive sampling method is also known as judgmental sampling. In this situation, the researchers decide on the people in the research population that should be contacted for responses. This sampling method was adopted in order to gather their responses from the students and lecturers of Ho Technical University. The technique will be used concurrently with data collection instrument (questionnaires).

**Sources of Data:**

The source of data will come from primary source. Thus the source of data comes directly from the field (students of lovely professional University).

### **Data Collection Techniques:**

In gathering data, questionnaires were issued to students and lecturers of lovely professional University. This method of data collection is selected in order to gather data from a wider population. Questionnaire: This contains questions to which the respondents ; either by expressing his or her own view (open ended questions) or by ticking the right answer out of alternatives provided (close ended questions). Questionnaire were preferred as the method for eliciting information from respondents because questionnaires make replication of views expressed easier, provide answers to questionnaires enabling the researchers to make comparison of views on issues and also for measuring specific variables in a study. The questionnaires for our respondents were structured. It contained close ended and multiple choice questions. The close-ended questions are made up of a list of questions with possible answers for the respondents to tick. Close-ended questions were used purposely to allow easy coding. The multiple-choice questions allowed respondents to answer questions that were applicable to the study.

### **Data Analysis Method**

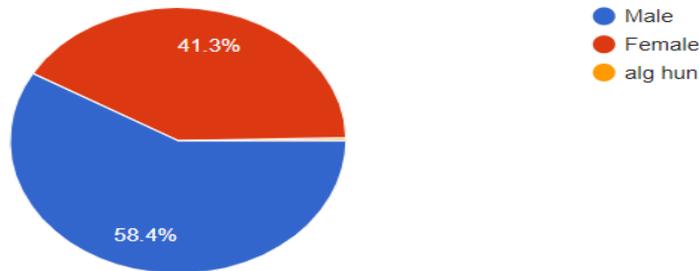
Data analysis is a method of converting data collected about a phenomenon into information by data editing, data coding, data entry, and summarizing data into tables, charts and graphs. After the collection of data, the results were analyzed with the use of the Statistical Package for Social Science (SPSS) and Microsoft excel 2010 and the result shown in tables. Tabulations of data helped to aid quick comparison of statistical data shown between rows and columns.

### **PRESENTATION OF DATA ANALYSIS**

The chapter dwells on the analysis and interpretations of data gathered on the field. The purpose of data analysis and interpretation phase is to transform the data collected into credible evidence about the development of the intervention and its performance. Questionnaires were issued out to 300 students of varied Universities.

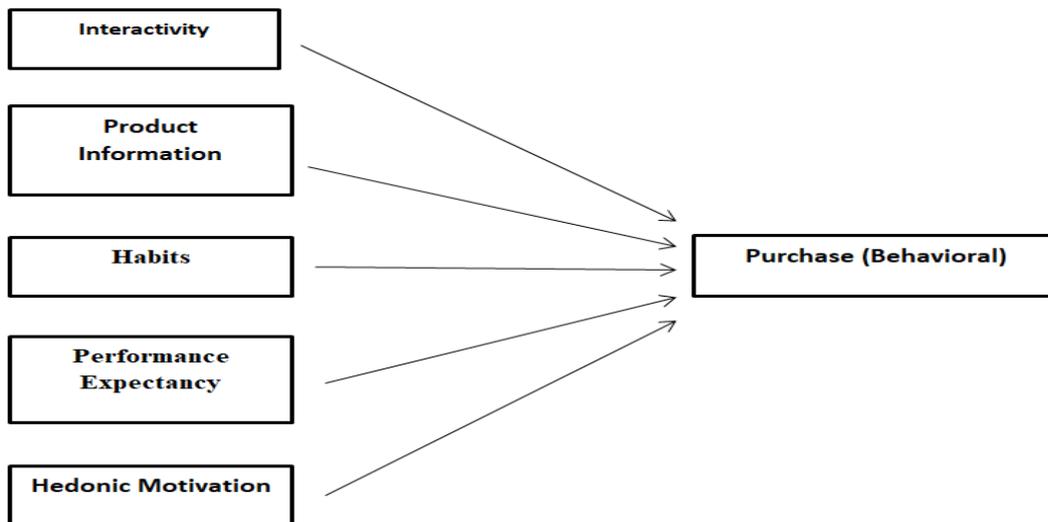
Gender

303 responses



Above graph shows that 41.3% Female and 58.4% male and rest other category response in our survey.

Conceptual model



In this model shows that Interactivity, production Information, habits, Performance Expectancy hedonic motivation are Independent variable and Purchas (Behavioral) is the dependent variable.

**DATA ANALYSIS AND INTERPRETATION**

This chapter presents survey findings Impact of Social Media on Youth Purchases Behaviour. The sum up data for 303 respondents and their feedback was recorded which was very helpful in achieving the

objective and hypothesis. The findings are systemically presented for each of the questions accordingly, illustrated with frequency analysis and linear regression method.

The research was conducted with the objective to study the impact of Social Media on Youth Purchases Behaviour. For the fulfilment of the above, Linear Regression Method was used to analyse the data which was done through SPSS. Here, we focussed on conducting the analysis via Backward Elimination Method, wherein we ended in predictor variables at later stage, and afterwards, the predictors that were added earlier become non-significant while at the end of model we would be seeking to the predictor variables that are significant and have effect on the dependent variable.

### Output of Regression Analysis

SPSS Statistics will generate quite a few tables of output for a regression. In this section, we show you only the three main tables required to understand your results from the regression procedure, assuming that no assumptions have been violated below, we focus on the results for the regression analysis only.

The first table of interest is the **Model Summary** table, as shown below:

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.846 <sup>a</sup>	.717	.712	.53407	2.047
a. Predictors: (Constant), Attitude towards social media, Habits, Hedonic motivation , Informative ness, Interactivity					
b. Dependent Variable: Purchase (behavioural).					

This table provides the  $R$  and  $R^2$  values. The  $R$  value represents the simple correlation and is 0.846 (the "R" Column), which indicates a high degree of correlation. The  $R^2$  value (the "R Square" column) indicates how much of the total variation in the dependent variable, Purchase (Behavioural), can be explained by the independent variable, Attitude towards social media, Habits, Hedonic motivation , Informative ness , Interactivity. In this case, 71.7% can be explained, which is very large.

The next table is the ANOVA table, which reports how well the regression equation fits the data (i.e., predicts the dependent variable) and is shown below:

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.953	5	42.391	148.621	.000 <sup>b</sup>
	Residual	83.857	294	.285		
	Total	295.810	299			
a. Dependent Variable: Purchase (behavioural).						
b. Predictors: (Constant), Attitude towards social media, Habits, Hedonic motivation , Informative ness, Interactivity						

This table indicates that the regression model predicts the dependent variable significantly well. How do we know this? Look at the "**Regression**" row and go to the "**Sig.**" column. This indicates the statistical significance of the regression model that was run. Here,  $p < 0.0005$ , which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

The Coefficients table provides us with the necessary information to predict Purchase (Behavioural) from Attitude towards social media, Habits, Hedonic motivation , Informative ness, Interactivity, as well as determine whether these Independent variables contributes statistically significantly to the model (by looking at the "Sig." column). Furthermore, we can use the values in the "B" column under the "Unstandardized Coefficients" column, as shown below:

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.071	.148		.482	.630
	Informative ness	.067	.064	.059	1.052	.294
	Interactivity	.214	.069	.197	3.115	.002
	Hedonic motivation 3 statements	.084	.051	.084	1.633	.104
	Habits	.230	.038	.260	6.049	.000
	Attitude towards social media	.388	.059	.366	6.580	.000

a. Dependent Variable: Purchase (behavioural).

To present the regression equation as:

$$\text{Purchase (Behavioural)} = 0.071(\text{Constant}) + 0.067 + 0.214 + 0.084 + 0.230 + 0.388$$

In this table Interactivity, Habits, variable, Attitude towards social media impact on purchases behavioural and Informative ness, Hedonic motivation not impact on youth purchases behaviour. In this analysis table shows that 3 Hyponasty are more impact on youth purchases behaviour.

## Conclusion

The findings show that there is a significant impact of social media on youth purchases behaviour. However, Informative ness, Hedonic motivation not impact on purchases behaviour. Interactivity, Habits, Attitude towards social media have an impact on youth purchases behaviour. This research focused to investigate Impact of social media on youth purchases Behaviour. The major findings of the study indicates that there is the positive effect of social media on youth purchases behaviour, disagreement buying behaviour. In the current in the current era, the traditional purchase going to change, young generation more attracted on social media. In social media they get feedback of the product form different people. So before purchases they get knowledge form social media.

## Recommendations and Future Research

The study was conducted only 303 people. It would be recommended that future research be performed on a larger number of youth or other ages for more precise results. We are not targeted all rural and urban area of young people .A replication of this study on another sample would benefit the research.

**Annexure:-****Interactivity:-**

S.No.	QUESTIONS	1	2	3	4	5
1	Social media advertising is effective in gathering customers' feedback.					
2	Social media advertising makes me feel like it wants to listen to its customers.					
3.	Social media advertising encourages customers to offer feedback.					
4.	Social media advertising gives customers the opportunity to talk back.					
5.	Social media advertising facilitates two-way communication between the customers and the firms.					

**Product information:-**

s.no,	QUESTION	1	2	3	4	5
1.	Social media advertising is a good source of product information and supplies relevant.					

2.	Social media advertising provides timely information.				
3.	Social media advertising is a good source of up-to-date product information.				
4.	Social media advertising is a convenient source of product information.				
5.	Social media advertising supplies complete product information.				
6.	Reviews for products on the Internet affect my purchasing decisions.				

**Habits:-**

1.	The use of social media advertising has become a habit for me				
2.	I am addicted to using social media advertising.				
3.	I must use social media advertising				
4.	Using social media advertising has become natural to me				

**Purchase (behavioural).**

s.no,	QUESTION	1	2	3	4	5
1.	I buy products that are advertised on social media.					
2.	I use many of the products that are promoted on social media.					
3.	I do not purchase products that are featured on social media.					
4.	Advertisements on social media affect my purchase behaviour positively.					

5.	Advertisements on social media help make me loyal to the promoted products.					
6.	Advertisements on social media affect my purchase behaviour negatively.					
7.	I purchase products that are promoted on social media.					
8.	Advertisements on social media affect my buying actions positively.					

**Performance Expectancy:-**

s.no,	QUESTION	1	2	3	4	5
1.	I find social media advertising useful in my daily life.					
2.	Using social media advertising increases my chances of achieving tasks that are important to me					
3.	Using social media advertising is fun.					
4.	Using social media advertising is enjoyable.					
5.	Using social media advertising is entertaining.					

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