

## The Study Of Impact Of Social Media On Purchasing Decision Of Youth In Nagpur

Dr. Poonam G. Budhlani

Assistant professor,

Dr. S. C. Gulhane Prerna College of Commerce, Science and Arts, Reshimbagh Square, Nagpur, Maharashtra, India.

### ABSTRACT

This study examines how today's teenagers make judgments about their internet consumption based on social media platforms and the interactions that occur there. Customers are once again at the heart of the business world thanks to social media marketing, which also gives marketers new tools to engage with customers and creatively incorporate them into companies. To put it simply, marketers need to know how social media has affected customer purchasing decisions. Compared to traditional media, social media marketing focuses on giving marketers new avenues to explore in order to promote a product or service, making it the modern marketing strategy. A number of factors, including gender, the frequency of use of social media sites, and this study looks into how social media affects customer behavior and purchase choices. According to the results, most respondents spend a considerable amount of time on social networking sites like Facebook and Instagram every day, indicating that these platforms are widely used and typical consumption habits. The findings reveal that social networking sites like Instagram and Facebook are extensively utilized, with the majority of respondents spending significant time on these platforms daily.

**Keywords:** Facebook, Instagram, brand communication, online purchasing

### 1 INTRODUCTION

use computers and internet marketing these days, People used to communicate with each other consumers use technology excessively. Social without the use of a language. Communication media facilitates group discussions, which affects techniques have changed significantly in the customer purchase decisions. An innovative modern era. People of all ages can now method of business development is the internet effectively communicate through social platform. Social media has changed how buyers networking. The Internet, particularly social and sellers communicate. E-commerce media, has altered the way that marketers and influences the consumer's purchasing consumers connect. The Internet's advantages decision. A new method of disseminating include its strong search engines, its capacity to information about products and services is social organize and distribute data, its ability to function media communication. as a physical distribution medium similar to Analyzing customer behavior is the main task for software, its ability to store large amounts of data marketing goods and services because most at multiple locations at a fair cost, and its relatively consumers utilize the internet and online social low expenses. media platforms. The use of social media as a tool Thanks to the internet and the proliferation of for marketing, polling, and product launch has social media platforms, businesses may now increased. These days, social networking is an connect with clients anywhere in the globe with a essential marketing technique for advertising single click. Customers may now search for things campaigns. Thus, it becomes crucial to online and read reviews and ratings from prior comprehend how social media is affecting customers before making a purchase thanks to consumer behavior. internet technology. At reasonable prices. Social Media: Social media refers to the collection Incredibly cheap prices Because so many people

of online communications in a variety of formats, whether they are individual or community-based, and include websites, content sharing, interactions, and intercommunications, among many other things. On the other hand, different social media experts define social media as an online platform for social communication that is powered by the internet. A two-way communication line. a platform for the creation and dissemination of information. Platform that web technology services support, are websites such as Facebook, Twitter, blogs, social bookmarking, social gaming, etc. [1]

In recent years, social media marketing has become increasingly important. Both consumers and advertisers are using social networking sites excessively. The exposure has now increased to 93%. Brand loyalty is the second most important advantage of social networking sites. Customers who are satisfied with a product, for example, are unlikely to buy it from another company. This leads to brand loyalty. Social networking sites provide easy access to product information. This pertains to its attributes, capabilities, price, and so forth. Customers will only be able to access thorough product information on websites; they are not obliged to go elsewhere. [2]

The results showed that 72% of customers agreed that social media sites provide useful marketing information. There are several methods for generating leads. The majority of social media platforms produce leads for goods and services. A blog, for instance, serves as a central location for consumer interaction. Facebook is undoubtedly a significant source as well; in other words, it generates leads. Nowadays, the majority of patrons spend much more time than they used to viewing television. Additionally, social networking sites serve as search engines, which pique their interest. With the use of social networking, products are ranked according to online client reviews

. However, social networking services are now user-friendly and accessible to everybody at any time. For very little money, even business owners can advertise on social media platforms with the use of social media. Increased Recognition of the Brand. A new method of brand promotion is social

media. Social media provides companies with quick access to both current and potential customers. Social networking is used to rank products based on online customer reviews.

When a brand is well-known and easily available across many social media channels, it attracts new customers and increases the likelihood that they will recognize it. A brand's reputation will improve the more times it is tweeted on social media, which can lead to increased sales. [3]

## 2. REVIEW OF LITERATURE

The theoretical review of extent literature helps to identify what theories already exist.

1. Daliborka Blazeska1 Angela Milenkovska Klimoska Viktorija Trajkov, THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING ON PURCHASING DECISIONS” All things considered, the results highlight the importance of social media as a marketing tool and its influence on consumer behavior. Marketers should keep using social media channels to engage with customers, send pertinent messages, and successfully influence their decisions to buy.
2. Kennedi O. Kutz, Kiara Espinal, Erin Flynn, Julia Cheney “Social Media Influencers' Impact on Consumer Purchasing Social Media Influencers' Impact on Consumer Purchasing Decisions” The emergence of social media influencers has altered how contemporary consumers view ads and goods, which has an effect on their purchasing choices. When combined with social media, influencers provide a new kind of opinion leader. We used a poll as part of our study to gather information on various demographics and the ways in which social media influencers affect consumer choices. Our research showed that younger individuals, who spend more time on social media, were more likely than older participants to be persuaded to make a purchase using social media. To gather the information required and pertinent to our study, we employed a variety of inquiries. This provides us with the information we need to draw the conclusion that social media influencers most significantly affect customers' purchasing decisions.
3. “A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING IN

CONSUMER BEHAVIOUR” Any organization can benefit greatly from social media. It can raise your profile, strengthen bonds, create two-way connection with clients, offer a platform for feedback, and raise the organization's profile and reputation. Social media platforms have grown in importance for businesses as a result of these

factors. When social media advertising channels are compared to traditional channels, the results show that social media advertising channels are superior. Respondents concur that social media advertising platforms are superior to traditional media advertising in every way.

### **3. Objectives and limitations of Study:**

#### **Objective: -**

- 1) To research how social media marketing affects consumers' purchasing decisions.
- 2) To study how consumers' perceptions have changed as a result of social media participation and content.
- 3) To study the changing role of social media in marketing.
- 4) The purpose of social media participation and content is to measure how consumers' perceptions have changed.

#### **Limitations:-**

- 1) The study is confined to a small region of Nagpur city.
- 2) The data collected is totally primary data given by only youth of college and city.
- 3) Due to shortage of time, only 100 respondents are taken for study.
- 4) Period 2024-25 is taken for this study.

### **4. Hypothesis:**

H1: The number of online purchases rises with the use of social media. H2: Females are influenced more easily by Social Media ads.

### **5. Research Methodology:**

The study is purely descriptive research as it sought to identify the Customer perception related to online purchasing based on the respondent responses. Descriptive research is involves data in order to answer research questions concerning the current status of the study.

**SOURCE OF DATA:** The data are collected from the primary data and data collection is the term used to describe a process of data collecting.

Primary Data – Questionnaire was prepared and given to 100 respondents

Secondary Data – online journals and websites & review of literature from published articles.

**STRUCTURE OF QUESTIONNAIRE:** The questionnaire was framed in sequence of knowing response regarding the online vs. traditional shopping and the second part of the questionnaire is framed completely regarding social media marketing influence and impact on their shopping decisions.

**SAMPLING TECHNIQUE:** convenience sampling method Survey sampling is selecting members from a target population to be in a sample for a sample survey. Usually the survey is some type of questionnaire (i.e. in-person, phone or internet survey). Convenience sampling this type of sampling can be done by simply creating a questionnaire and distributing it to their targeted group.

**SAMPLE UNIVERSE:** The Sample Universe includes the people of Nagpur City.

**SAMPLE SIZE:** The Sample size of the participants was of 100 people.

**ANALYTICAL TOOLS PERCENTAGE ANALYSIS:** It describes a unique type of rate or percentage that is used to compare two or more data sets. The link between the series is ascertained using a percentage.

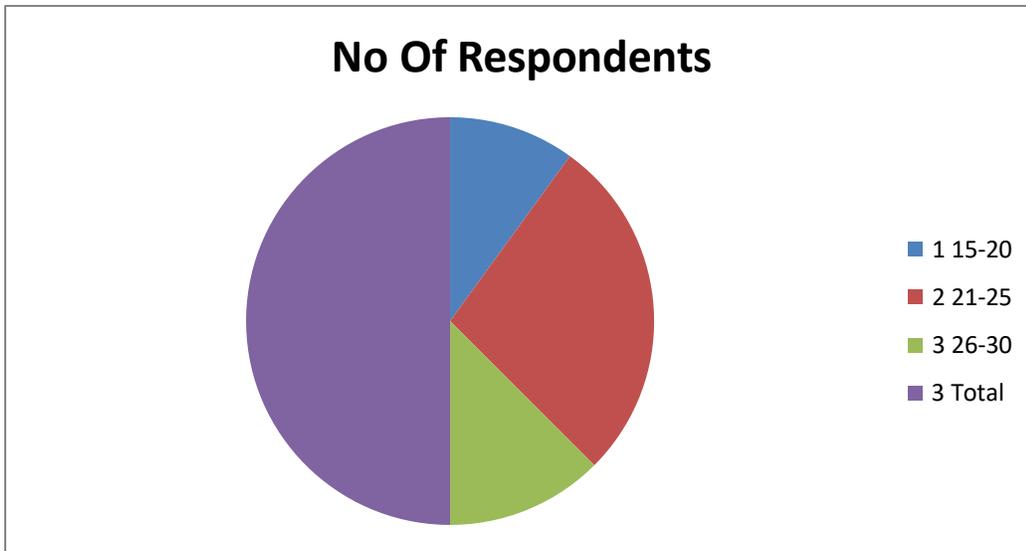
**PIE CHART** - A circular statistical visual that is segmented into slices to show numerical percentage is called a pie chart. Each slice's arc length in a pie chart corresponds to the data that will be displayed based on respondents' answers throughout the questionnaire.

## **6. Data analysis and Interpretation:**

### **PERCENTAGE ANALYSIS TABLE**

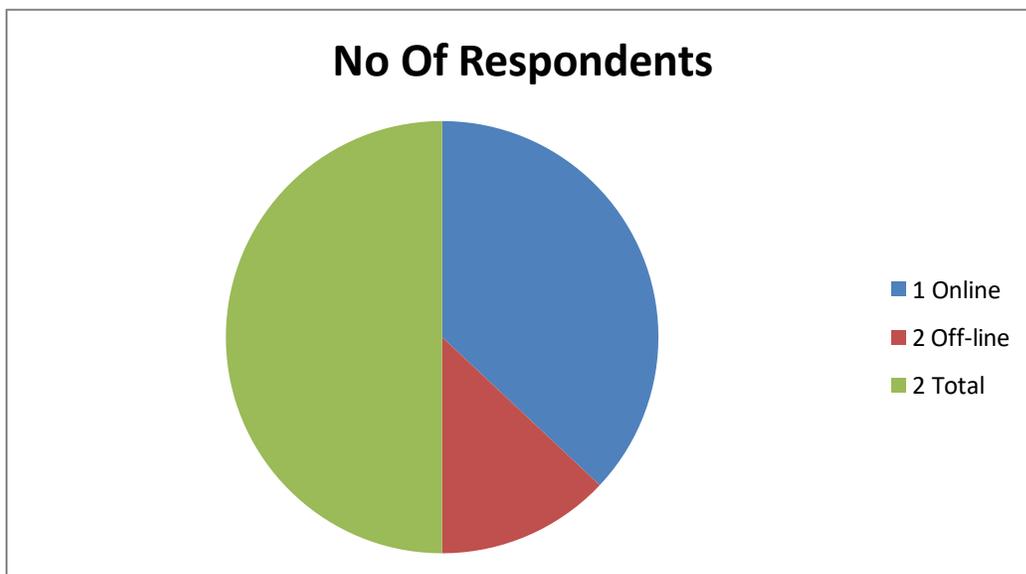
#### **1. Age of Respondents**

<b>. No</b>	<b>Particulars</b>	<b>No Of Respondents</b>	<b>Percentage</b>
1	15-20	20	20
2	21-25	55	55
3	26-30	25	25
	<b>Total</b>	100	100



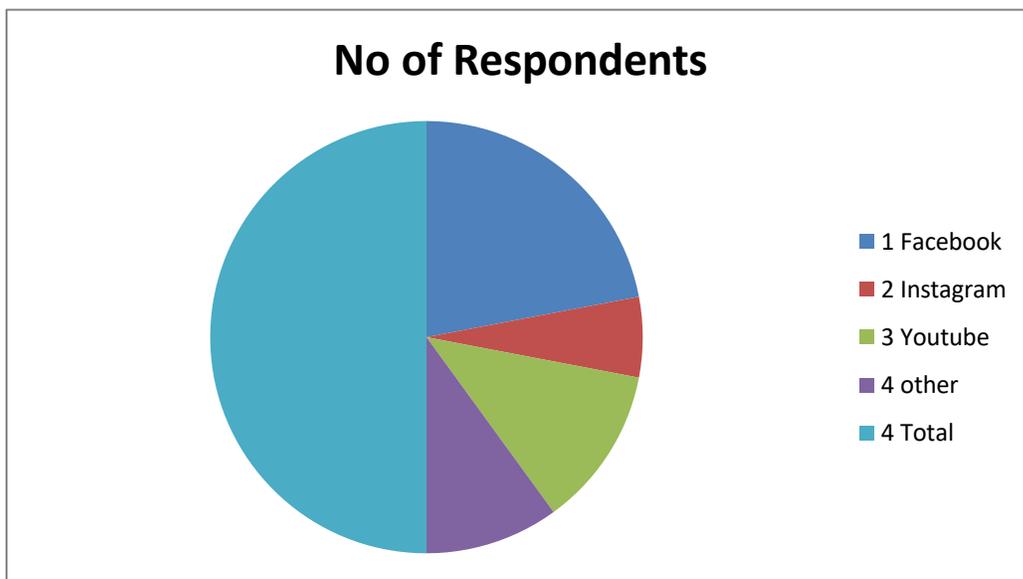
## 2. Respondents Preference on online

. No	Particulars	No Of Respondents	Percentage
1	Online	74	74
2	Off-line	26	26
	<b>Total</b>	100	100



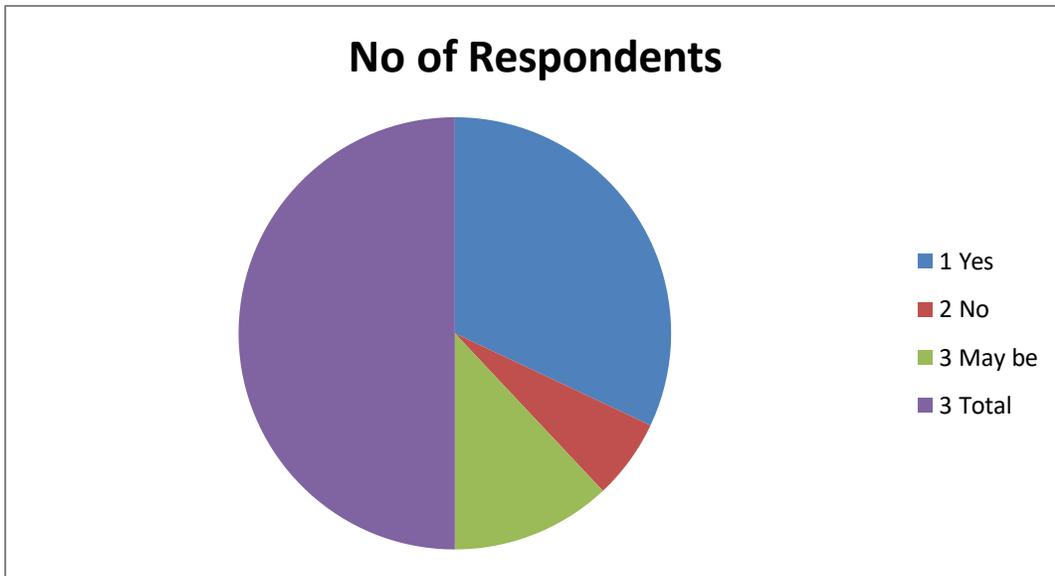
### 3. Types of Social Media Respondent use

. No	Particulars	No of Respondents	Percentage
1	Facebook	44	44
2	Instagram	12	12
3	You tube	24	24
4	other	20	20
	<b>Total</b>	100	100



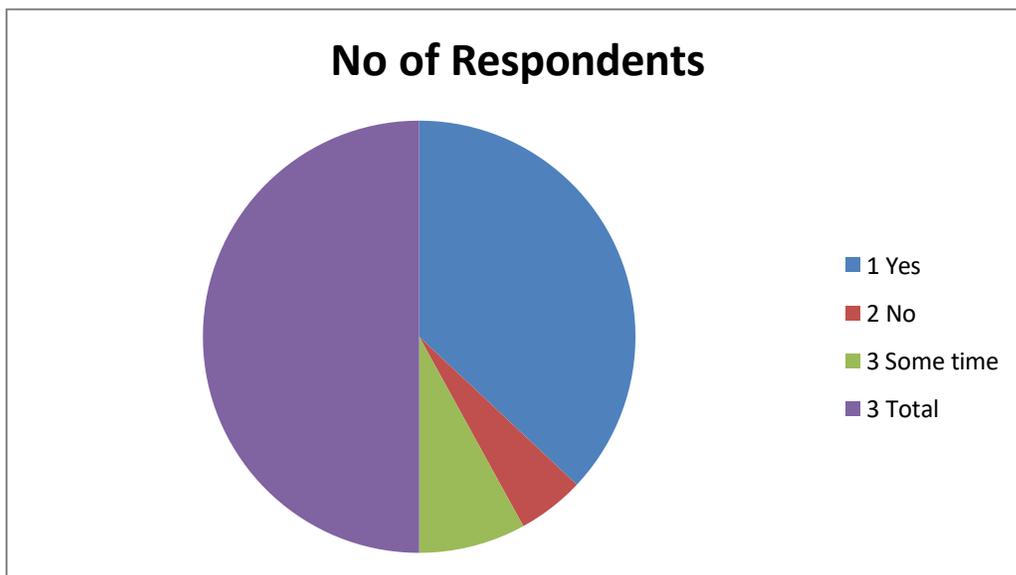
### 4. Influence of social Media Advertisements on purchase

. No	Particulars	No of Respondents	Percentage
1	Yes	64	64
2	No	12	12
3	May be	24	24
	<b>Total</b>	100	100



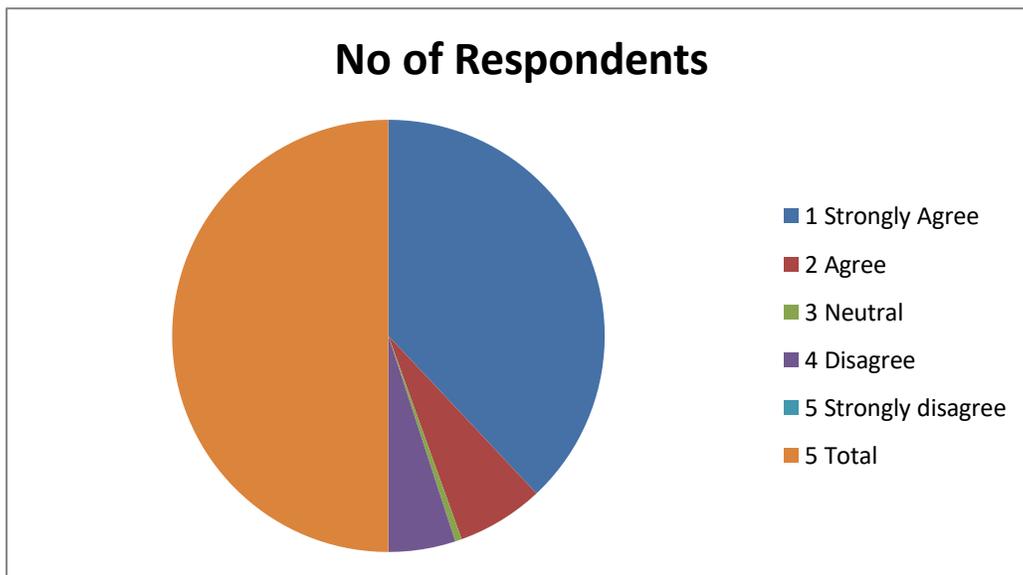
#### 5. Social Medial helps in purchasing

. No	Particulars	No of Respondents	Percentage
1	Yes	74	74
2	No	10	10
3	Some time	16	16
	<b>Total</b>	100	100



6. Social Media is best marketing to attracting customer.

No	Particulars	No of Respondents	Percentage
1	Strongly Agree	76	76
2	Agree	13	13
3	Neutral	01	01
4	Disagree	10	10
5	Strongly disagree	00	00
	<b>Total</b>	100	100



## **7. Discussion:**

H1: The number of online purchases rises with the use of social media.

Social media use has no effect on the quantity of online purchases. After learning more about broad theories of consumer behavior through the literature study, the analysis of the questionnaire responses gave a current picture of young people's online purchasing habits. It's evident that over 50% of those polled use social media for more than three

hours every day. This demonstrated how consumers, particularly young people, spend a lot of time on the Internet and social networking sites due to their significant reliance on them. Moreover, and as a result of this usage, 72% of the surveyed have made one or several purchases as a result of Ads on their Social Media accounts.

H2: Females are influenced more easily by Social Media ads.

According to the current study, there is a discernible trend: young women are more vulnerable to the influence of social media ads than young males. This finding emphasizes gender-based disparities in internet involvement and purchasing psychology and is consistent with current consumer behavior research. Especially those that include a lot of visual elements, such as

Instagram and Facebook. The visual richness, emotional appeal, and personalization of social media advertisements are characteristics that appeal especially to female users. Women are generally more emotion-driven shoppers, making decisions not only based on utility but also based on how products make them feel or how they align with their self- image. For example, Facebook advertisements usually incorporate community-driven content, influencer endorsements, or narrative, all of

which have a more emotional effect on female consumers.

## **8. CONCLUSIONS**

Facebook and Instagram. Ads on social media are frequently individualized, emotionally compelling, and graphically rich; these characteristics are especially enticing to female users. Women tend to be more emotionally motivated consumers, choosing items not only for their practicality but also for their emotional appeal or compatibility with their self-concept. Stories, influencer endorsements, and community-driven material, for example, are commonly used in Facebook advertisements and have a greater emotional impact on female consumers.

The dominance of Facebook as a platform that facilitates commerce is among the most notable findings. Facebook in Nagpur seems to be more intricately linked with marketplace features, business pages, and influencer marketing than Instagram or Snapchat, which have grown to be important touchpoints in the customer journey. This pattern can be linked to Facebook's increased.

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