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Phone : +91 73059 14348 – [info@iledu.in](mailto:info@iledu.in) / [Chairman@iledu.in](mailto:Chairman@iledu.in)



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## IMPACT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOUR AMONG YOUTH

**AUTHOR –** ADITYA TRIPATHI\* & DR. ARVIND KUMAR SINGH\*\*

\* STUDENT AT AMITY LAW SCHOOL LUCKNOW, AMITY UNIVERSITY UTTAR PRADESH LUCKNOW CAMPUS

\*\* ASSISTANT PROFESSOR OF LAW AT AMITY LAW SCHOOL LUCKNOW, AMITY UNIVERSITY UTTAR PRADESH LUCKNOW CAMPUS

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### ABSTRACT

Social media marketing is an essential part of modern business strategy and plays an important role in influencing customer purchasing behavior, especially among the youth. The rapid emergence of digital media platforms such as Facebook, YouTube, and Instagram has changed the manner in which businesses promote their products. Young people spend a significant amount of time on social media platforms, and this influences their purchasing behaviour. The main aim of the study is to examine the effect of social media marketing on the buying decisions of the youth. The aim of the study is to comprehend the effect of social media on consumer preferences, brand awareness, and buying decisions. The study uses both primary and secondary data, and the research approach is descriptive in nature. While the study uses secondary data from books, journals, and research papers, the primary data is obtained from 100 respondents using a standardized questionnaire.

The findings from the study indicate that social media marketing has a substantial influence on young people's buying decisions. Influencer marketing, reviews, and ads influence a majority of respondents who often use YouTube and Instagram. Purchase decisions are also largely affected by factors such as discounts, brand, and online interactions. The study indicates that social media marketing can attract young customers and improve a company's growth.

**Keywords:** Social media marketing, youth, consumer buying behaviour, influencer marketing, brand awareness, purchase decision.

### CHAPTER 1 INTRODUCTION

#### 1.1 Background of the study

Social media marketing is considered one of the best ways of advertising products and services in this modern digital age. The rapid increase in the number of people using smartphones and accessing the internet has significantly changed the way companies interact with their customers. Social media platforms like Facebook, Instagram, YouTube, and Twitter

have become essential for companies looking to market and advertise their products, especially among young people. Social media marketing helps companies interact with their customers, establish relationships with them, and influence purchasing decisions, among other things (Kaplan & Haenlein, 2010).

The process through which individuals select, purchase, and use products or services to satisfy their demands and desires is called consumer buying behaviour. The consumer

purchase behaviour has shifted from traditional marketing approaches to digital marketing approaches through the introduction of social media sites. Before making a purchase, consumers are influenced by influencer suggestions, social media ads, and brand presence through social media sites (Solomon, 2018).

The most affected group by social media is the youth, as they spend most of their time using multiple social media platforms. The opinions, attitude, and purchasing decisions of consumers are being influenced by the growing use of social media marketing. Social media provides consumers with easy access to product-related information, consumer reviews, and promotional materials, all of which are helpful in decision-making. Keeping this in mind, companies are now focusing more on social media marketing strategies to attract the younger generation as consumers (Kotler & Keller, 2016).

Consumer behaviour has drastically changed as a result of social media marketing, with physical shopping being replaced by online and digital shopping. Businesses reach out to the youth and encourage them to purchase their goods and services through influencer marketing, content marketing, and advertisement. The growing power of social media marketing is an indication that its effects on the purchasing behaviour of young consumers need to be studied.

## 1.2 Statement of the Problem

Social media marketing has become an essential part of the business strategy employed in modern times. Businesses are investing a huge amount of money in digital marketing campaigns to attract young customers and improve their revenues. However, it remains a question how much social media marketing affects young consumers buying behavior.

Youth spend a considerable amount of time on social media, where they are exposed to brand

materials, influencer marketing, and advertisements. Their behavior, interests, and decision-making process might be influenced by what they see on social media. To design effective marketing strategies, businesses should understand how social media marketing influences consumer behavior.

## CHAPTER 2 LITERATURE REVIEW

### 2.1 Introduction to Literature Review

Literature review is an essential part of research, as it provides a summary of previous research carried out on the subject. It helps one understand the gap in the field of study, research findings, and existing knowledge. The literature study will help the researcher understand the correlation between youth consumer purchase behavior and social media marketing. Several scholars have researched the influence of social media marketing on the purchase decisions of the youth, digital marketing strategies, and consumer behavior. Such research provides insightful information about the influence of social media on the perceptions of customers, brand awareness, and purchase decisions.

### 2.2 Review of Previous Studies

- **Kaplan and Haenlein (2010)**

The concept of social media and the role it plays in modern marketing was discussed in the study conducted by Kaplan and Haenlein. The study helped in understanding the role social media sites provide to companies in reaching out to customers and marketing their products in an effective manner. The study highlighted the role social media has played in changing the traditional ways of marketing, which were based on communication.

Finding: Social media provides a platform to companies to interact with customers in an effective manner, influencing their buying habits.

- **Kotler and Keller (2016)**

Kotler and Keller discussed the importance of consumer behavior and digital marketing in .

the present company environment. The study emphasized how social media marketing helps organizations influence consumer perceptions and build brand awareness. The researchers emphasized how digital marketing strategies affect consumer behavior in terms of buying decisions.

Finding: Consumer behavior and buying patterns are largely influenced by social media marketing.

- **Solomon (2018)**

Solomon surveyed customer purchasing patterns and how they relate to digital marketing. Customers seek information on social media, reviews, and marketing before purchasing a product, according to the survey. Social media influences consumer sentiments and makes information more accessible for consumers.

Finding: social media marketing increases brand awareness and influences consumer behavior.

### 2.3 Research Gap

Although a number of studies have been done on social media marketing and consumer behavior, there are still a number of gaps that need to be filled.

1. Most studies are based on general consumer behavior, but little focus is given to the behavior of the youth.

2. Little research is available on the effects of social media marketing at the local or regional level.

3. Little focus is given to social media sites such as Instagram and YouTube.

4. There is a need to conduct research based on actual data regarding the behavior of young consumers.

5. Most studies are based on developed countries, while little focus is given to emerging countries such as India.

## CHAPTER 3 Research Methodology

### 3.1 Research Design

Research methodology is an organized method of solving the problem of research and gathering relevant data for analysis. It is an organized way of conducting the research in a scientific manner. The chapter discusses the research design, data collection methods, sampling method, research tools, and data analysis techniques adopted in the research. The main objective of this chapter is to explain how research on the impact of social media marketing on consumer buying behavior among youth is carried out and how data is collected and analyzed to fulfill the research objectives.

Research design is the entire plan or structure for conducting the research study. It is important for organizing the research process and ensuring that the research objectives are met effectively. The research study follows a descriptive research design, and this is due to the fact that this study aims to describe the impact of social media marketing on consumer buying behavior among young people. Descriptive research helps us understand the nature, views, and behavior of respondents through surveys and questionnaires. The descriptive research design is appropriate for this study since it assists in analyzing consumer opinions and establishing the association between social media marketing and consumer behavior.

### 3.2 Type of Research

This study is based on descriptive and analytical research.

Descriptive Research helps in describing the behavior of youth towards social media marketing.

Analytical Research helps in analyzing the data collected and interpreting the results.

This combination of research helps in understanding the impact of social media marketing on consumer buying behavior.

### 3.3 Data collection method

The data collection method employed for this research is a structured questionnaire. The questionnaire includes multiple choice and close-ended questions related to:

1. Social media usage
2. Buying behavior
3. Influencer marketing
4. Online advertisements
5. Purchase decisions

The questionnaire is sent to youth respondents through Google Forms and survey questions.

### 3.4 Research Instrument

The main research instrument used in this study is a questionnaire. The questionnaire aims to collect information on the following:

1. Social media usage patterns
2. Frequency of online shopping
3. Influence of advertisements
4. Role of influencers
5. Consumer purchasing decisions

The questionnaire helps in collecting reliable and relevant data for analysis.

### 3.5 Variables of the Study

Variables of the Study:

1. Independent Variables
2. Social Media Marketing
3. Influencer Marketing
4. Online Advertisements
5. Brand Awareness
6. Customer Reviews
7. Dependent Variable
8. Consumer Buying Behaviour

The independent variables have an impact on the dependent variable, consumer buying behaviour among youth.

### 3.6 Data Analysis Techniques

Simple statistical tools are used to analyze the collected data.

1. Percentage Method

Formula:

Percentage = Number of Responses / Total respondents \* 100

2. Tabular representation
3. Graphical representations

These are the methods that are effective in interpreting the data.

### 3.7 Hypothesis Testing

The hypothesis will be tested based on the response obtained from the questionnaire.

1. Null Hypothesis ( $H_0$ )

Social media marketing does not influence consumer buying behavior among youth.

2. Alternative Hypothesis ( $H_1$ )

Social media marketing does influence consumer buying behavior among youth.

3. Method of Testing

The hypothesis will be tested using percentage analysis and response interpretation.

### 3.8 Ethical Considerations

The research is conducted keeping in mind the ethical guidelines.

- The people are participating on a voluntary basis.
- The information provided is kept confidential.
- The information is used for academic purposes only.
- No false information is provided to the people.

## CHAPTER 4: Data Analysis and Interpretation

### 4.1 Questionnaire and Data Analysis

Age group of respondents:

Age Group	Respondents	Percentage
18-20	30	30%
21-23	40	40%
24-26	20	20%
27-30	10	10%
Total	100	100%

Interpretation: The respondents of age group 21-23 (40%) are high in number, this indicates that young adults are the most active social media users and online purchasing platforms.

Gender of respondents:

Gender	Respondents	Percentage
Male	45	45%
Female	55	55%
Total	100	100%

Interpretation: The majority of respondents are female (55%), this shows that both male and female youth actively use social media and online purchasing platforms.

Social media platform that is most used:

Platform	Respondents	Percentage
Instagram	50	50%
Facebook	15	15%
Youtube	25	25%
Twitter	10	10%
Total	100	100%

Interpretation: This data shows that Instagram is the most used social media platform (50%), followed by Youtube (25%), which means visual content platforms influence people more.

Time spend on social media daily:

Hours	Respondents	Percentage
1-2 hours	20	20%
2-4 hours	45	45%
4-6 hours	25	25%
More than 6 hours	10	10%

Interpretation: Most youth (45%) spend daily 2-4 hours on social media, indicating high engagement.

Percentage of respondents seeing advertisement on social media:

Response	Respondents	Percentage
Yes	95	95%
No	5	5%

Interpretation: Most respondents (95%) see advertisement on social media regularly.

Percentage of respondents attracted towards that advertisement:

Response	Respondents	Percentage
Yes	70	70%
No	30	30%

Interpretation: 70% of the respondents are attracted to the social media advertisements.

Products purchased ratio from social media:

Response	Respondents	Percentage
Yes	75	75%
No	25	25%

Interpretation: Most of the youth (70%) purchased product from social media.

Influencers effect on buying the product:

Response	Respondents	Percentage
Yes	65	65%
No	35	35%

Interpretation: 65% of the respondents get influenced for buying a product by influencers.

° The above data shows that social media marketing has a strong influence on consumer buying behaviour among youth.

## CHAPTER 5 Findings and Suggestions

### 5.1 Major Findings of the study

In this chapter, the main findings of the study, based on data analysis and interpretation, are presented. Suggestions, conclusion, and future scope of the research are also provided in this chapter. The purpose of this chapter is to

summarize the findings and highlight the impact of social media marketing on consumer buying behavior among youth.

On the basis of the analysis done in Chapter 4, the following results have been observed:

1. The age group of 21-23 years is found to be the majority among the respondents, indicating that young adults are the most active users of social media.
2. Both male and female youth are found to be active users of social media for product information and shopping.
3. Instagram is found to be the most used social media platform among the youth.
4. The majority of the respondents are found to spend 2-4 hours a day on social media, indicating that the youth are highly engaged with social media.
5. Advertisements on social media are found to be frequently seen among the youth.
6. The majority of the respondents are found to be attracted to social media advertisements.
7. The majority of the youth are found to have purchased products through social media platforms.
8. Influencers have an important role in shaping consumer buying decisions.
9. Advertisements through social media are trusted by most respondents.
10. Clothing and beauty products are the most purchased items through social media.
11. Online reviews have a significant influence on the purchasing decisions.

## 5.2 Suggestions

On the basis of the findings of the study, the following suggestions are provided:

1. Companies Should Focus More on Instagram Marketing  
Since Instagram is the most used social media site, companies need to invest more in Instagram advertising and content marketing.
2. Use Influencer Marketing

Influencer marketing plays an important role in influencing the youth.

3. Provide Genuine Reviews and Information  
Businesses need to give authentic information to the customers to gain their trust.
4. Offer Discounts and Promotions  
Youth are attracted to discounts and offers, and hence, businesses need to introduce offers regularly.
5. Improve Customer Engagement  
Businesses need to engage with the customers through comments, messages, and live sessions.
6. Focus on Visual Content  
Visual content is also important to attract the consumers' attention.

## 5.3 Future scope of the study

The present study offers a number of opportunities for future research in the domain of social media marketing and consumer buying behavior. The study may be carried out on different age groups to know the influence of social media marketing on different segments of consumers. The study may also be carried out with a larger sample size to get more accurate and reliable results. The researchers may focus on different social media sites such as Instagram or YouTube and try to know the influence of these sites on consumer buying behavior.

Furthermore, advanced statistical techniques using software such as SPSS can be adopted in the future to give an in-depth and precise analysis. The research can also be done in other cities or countries, and the consumer behavior can be compared in different regions and cultures. Moreover, the comparison between online and offline marketing strategies can be done to assess their efficiency and impact on consumer buying behavior. Overall, the future research directions will enable the researchers and businesses to have an in-depth understanding of social media marketing and its influence on consumer behavior.

## CHAPTER 6 Conclusion

The current study was designed to investigate the effect of social media marketing on consumer buying behavior among the youth. The research clearly indicates that social media marketing plays an important role in shaping the buying behavior of young consumers. Due to the emergence and growth of digital technologies, including Instagram, YouTube, and Facebook, businesses are now able to reach the youth and promote their goods through advertisements. The results obtained from the study show that the youth spend considerable time on social media and are often exposed to advertisements and promotional content. The majority of the respondents are attracted to social media advertisements and have purchased goods through social media. Influencer marketing, online reviews, brand awareness, and discounts have been found to be major factors that influence the buying behavior of consumers. Instagram was found to be the most preferred social media platform, showing the importance of visual content in attracting consumers.

This study further confirms that social media marketing has a positive impact on consumer buying behavior and helps businesses in building strong customer relationships and increasing sales. It further emphasizes that companies should focus on engaging content, authentic information, and influencer marketing to attract youth and enhance their marketing strategies. In conclusion, social media marketing has become an effective and essential marketing tool in modern business, particularly among the youth population. The study has offered insightful information to businesses, marketers, and researchers about the significance of social media in influencing consumer behavior in the process of effective marketing.

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