

An Analytical Study On Indian Teenagers Buying Behaviour And The Effects Of Social Media Marketing

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Abstract

Online social networks have greatly expanded the ways in which we communicate with one another on a regular basis. Because of how much time we spend here, it has become an important part of the consumer decision-making process, particularly for young people who are seen as agents of change. This is why companies are putting a lot of effort into reaching out to social media users, particularly young people. This study's overarching goal is to learn how SMM influences the purchasing habits of young Indians. 145 students, ranging in age from 18 to 35, who are active on social media. The study's results provide marketers some pointers on how to handle their media investments in order to promote their brands on social media. For marketers to develop more successful tactics pertaining to adolescent purchasing behaviour, they must first have a deeper comprehension of this demographic and then identify various subsets within it via behavioural profiling. The originality of this research comes from its examination of the habits of the rapidly expanding consumer market in India, which includes the country's most avid shoppers and potential social media influencers.

Keywords: Social Media Marketing, Brand, Teenager, India, Consumer Buying Behavior

INTRODUCTION

In this age of constant connectivity, social media platforms are becoming integral to how individuals go about their day. The relevance of social media marketing is becoming increasingly recognised by companies and brands as a medium to promote and advertise their goods, thanks to the widespread and growing use of social media platforms. Persuading people to make a purchase is one goal of social media advertising. It is possible to influence customers' propensity to buy via social media marketing by means of producing interesting content, building a reputation for the business, and communicating with them. In social media marketing, brands or individuals promote their products or services using various social media websites and platforms. It comprises achieving marketing and branding goals via the creation and distribution of content on social media networks. SMM goes beyond just advertising things. Engaging your audience more effectively also involves having a discussion with them.

There is a lot of competition among marketers to determine how to sway customers. One bright spot is that user-generated content and consumer opinion publishing have flourished thanks to the rise in popularity and use of social media. Marketers began to see social media platforms as critical avenues to connect and engage with consumers, and the increasing number of social media users influenced marketing trends and tactics. When compared to other forms of media, people have higher faith in peer-and user-generated material. The desire for businesses to provide engaging user-generated content that might quickly gain traction among prospective customers grew as a consequence. Known as opinion leaders or social media influencers, these people possess the authority and trustworthiness to sway the purchasing decisions of the intended audience by virtue of their extensive knowledge, competence, and experience in a certain domain. A new marketing strategy known as Social Media Influencer Marketing has emerged as a result of this. Influencers on social media often disclose details about their day-to-day lives, including their hobbies,

views, and suggestions based on their knowledge and experience. Brands use social media influencer marketing to find people with a lot of followers and a lot of sway over a certain demographic, and then they recruit them to help promote their products and services. Social media is a great way to engage with influencers as consumers listen to their friends' opinions more when making purchases. More people put their faith in the influencers. It becomes even more difficult for marketers since consumers aren't persuaded by conventional celebrity ads; instead, they prefer to have non-celebrity influencers recommend products via user evaluations and comments based on their own experiences with the product. An increasing number of businesses are shifting their marketing strategies to focus on social media influencers, thanks to the meteoric rise in the number of people following these people. Among the many sectors affected by influencer marketing on social media, the fashion industry stands out. Businesses must change with the times if they want to stay ahead of the competition and take advantage of the possibilities presented by the internet. Advertising on social media is essential for businesses in today's society, thanks to the vast number of people who have access to the internet. The majority of mobile phones in India are held by teens, according to research by Mobile Indian. The vast majority of people buy their mobile phones via internet purchasing platforms. The report titled 'The power of 1.8 billion' noted that 243 million people in India are between the ages of 10 and 19, making up 28% of the population. It went on to say that the teenager population is expanding at the quickest rate in the poorest nations, so it's important for businesses to target them in order to increase their market share. Of all age groups, teenagers are the most trend-conscious. Adolescents' purchasing habits might be significantly influenced by social media.

LITERATURE REVIEW

Nagaraj, Rameshkumar. (2022) Over the last several years, digital revolution has drastically altered people's way of life. Social media has evolved into a powerful resource for modern consumers when making purchases. A significant factor in consumers' choice to buy is the rapid expansion and widespread acceptance of social media platforms. Modern teenager is often referred to be innovators due to their tendency to embrace new ideas and innovations before anybody else. This is why social media advertisers target young people. The ease of use of social media has led to its widespread usage among younger generations, particularly for the purchase of products and services. Whether or if social media influencers have an effect on the purchase intentions and choices of young digital consumers is the focus of the current research. In order to do this, 150 participants were surveyed to get primary data. The study's goals were met by tabulating and analysing data using statistical methods.

Alhassan, Seidu & Mohammed, Majeed & Awini, Gideon & Shani, Salifu. (2023) There is a lot of competition in the telecom market, so companies need to use tech-based techniques to attract customers and make them loyal. The purpose of this research is to find out how social media influences people to buy things. The findings may help businesses get a better understanding of social media's possible applications. Utilising a range of social media activity outcomes, a corporation may develop a social media strategy and strategies to encourage customer purchasing behaviour. The research employed quantitative methods to collect information from 300 consumers of the Ghanaian telephone business, using a correlational design and a convenience sample approach. The bulk of the customers were situated in the northern area. It was shown that there is a strong correlation between social media marketing and the purchase behaviour of customers. Customers' actions throughout the buying process might be influenced by social media material, therefore it's important for businesses to understand how much influence both company- and user-generated content has. This is because client purchase choices might be impacted by social media postings.

Mas-Tur, Alicia & Tur-Porcar, Ana & Llorca, Anna. (2016) Typical characteristics shared by teens who are active on social media are detailed in this article. Companies use characteristic data to fine-tune their tactics and reach certain demographics with their advertising. Businesses can take advantage of the fact that customer relationships are enhanced by proactive engagement with consumers. If businesses want to keep up with customer interests and expectations, they need to keep an eye on how customer behaviour can evolve. Consumers' social media use was the focus of this qualitative comparison research.

Stachowiak-Krzyżan, Magda. (2019) The article's primary objective is to show how social media influences the buying habits of young people by describing how they use certain social media platforms while making purchases. According to the studies that have been done, social media is an integral aspect of almost all decision-making processes. Social media posts not only influence young people to buy things they weren't planning to buy, but they also serve as a great source of ideas when they're trying to figure out

other ways to meet their requirements. Also, you can find a wealth of product information, user reviews, and testimonials on social media, where you can also voice your ideas and share your shopping experiences. The page provides a categorization and description of social media in addition to up-to-date information about teenagerful customers. The article continues by presenting study findings on the impact of certain social media platforms on the purchasing habits of young consumers, using the fashion industry as an example.

Tiwari, Mr & Shukla, Dr & Singh, Sudhir. (2021) When it comes to marketing, online media marketing is crucial and among the top tools and methods for every kind of organisation. The internet marketplace has seen a shift in power dynamics as a result. Thanks to advancements in technology, customers now have very simple access to networks and high-speed internet. Customers' reliance on social media has grown in recent years. Many businesses now use the internet as a means of reaching out to potential customers. It is the best method for promoting any service or product. A solid relationship between vendors and customers may be fostered in this way. The study's overarching goal is to learn how millennials' purchasing habits are influenced by social media marketing. In recent years, social media has established a reputation for itself in the trading industry by exposing corporations to trade via technological means. Technology, consumer behaviour, and social media marketing are all related terms. Hey there! In addition to keeping in touch with loved ones, consumers have begun using social media to research products and services before buying them. Social media is used by millions of individuals every day. The convenience of internet shopping made it the favoured method of purchase for many. In addition, businesses have begun to place a premium on social media as a means of advertising their wares. One other way to promote the company is via the online stage. The specialised tactics of both buyers and sellers are being transformed by online media. When shopping online, consumers have more say over the products they purchase. Another platform to exchange info about products and services is correspondence via web-based media. Marketers are losing ground to customers as a result of social media. Promotion of goods and services using social media websites and platforms is known as social media marketing. Marketing your products and services on social media platforms such as Twitter, Instagram, and Facebook are what this term refers to. Using social media platforms to engage with your audience in order to build your brand, increase sales, and drive traffic to your website is known as social media marketing. Distributing excellent content on your social media accounts, engaging with your followers, tracking your results, and promoting your content on the web are all part of this. To further aid businesses in making the most of the aforementioned social media platforms, a variety of online media management tools are available. With the decline of traditional advertising methods, more and more companies are turning to online platforms like Facebook, Twitter, Snapchat, and Instagram to get feedback from customers. A lot of people's attitudes, behaviours, needs, wants, and desires have changed, and they've gotten new gadgets, as a result of their greater involvement with technology. Advertisers have more ways to interact with consumers and include them into the brand via innovation seal strategies, and social media marketing brings shoppers back to big commercial centres. Many individuals have found social media to be a great resource for researching goods and services, as well as e-commerce enterprises, which has a direct impact on their decision to buy.

RESEARCH METHODOLOGY

Data Collection

A structured questionnaire was used to gather primary data in this study. Because of limitations in both time and finances, non-probability sampling was used to pick the respondents. There were two types of surveys administered: online and on paper. A total of 145 out of 200 surveys were really filled out. Whether completed online or by hand, the survey typically took around ten to fifteen minutes to complete. A Google Drive survey was created and then disseminated via several internet mediums.

Statistical tools

A Likert scale ranging from "strongly disagree" to "strongly agree" served as the basis for the instrument's design. On a scale from 1 (never) to 5 (very frequently), customers rate their purchasing habits as follows: 2 (extremely rare), 3 (occasionally), 4 (often), and 5 (very often). The participants were asked to choose a degree that best suits their views. In order to analyse variables and quantify correlations between them, the authors used statistical approaches such as ANOVA and regression analysis, as well as SPSS software.

DATA ANALYSIS

About half (51%) of the participants were male and nearly half (49%). Table 2 shows that 55.0% of respondents were university students, whereas Table 1 shows that 45.0% were college students.

Table 1: Gender

Gender	F	%
Male	74	51.2
Female	71	48.8
Total	145	100.0

Table 2: College and University Students

Students	F	%
College Students	65	45
University Students	80	55
Total	145	100.0

The connection between teenage purchasing behaviour and the benefits of SMM

Additionally, as shown in Table 3, all SMM benefits, in addition to website design and features, have a beneficial effect on customers' purchasing behaviour, leading to an increase in the projected frequency of transactions. When added together, their beneficial impact is 42.9%. Looking at each one independently, we find that the time-saving benefit influences purchasing decisions the most (42.6%). Website design and features impact customer purchasing behaviour by 55.2%, which is even more than the benefits of SMM. The purchasing habits of young Indians are influenced by social media marketing to the tune of 53.5%.

Table 3. Regression analysis findings

Variables	R	R ²	Adj. R ²	Std. Error
Convenience	0.270 ^a	0.072	0.068	0.56811
Time saving	0.425 ^b	0.180	0.177	0.53391
Security of knowledge	0.277 ^c	0.076	0.072	0.56691
social media marketing benefits	0.428	0.183	0.181	0.53314
Website design & features	0.551	0.303	0.301	0.49214
Social media marketing as a whole	0.534	0.285	0.282	0.49214

Note: Purchasing intent serves as the dependent variable.

Table 4 displays the results of an analysis of variance (ANOVA) for the benefits of social media marketing (SMM) (convenience, timesaving, security) and the impacts of website design and features on customers'

purchasing behaviour (purchase frequency). It is clear from the table data that the p-value is significant and the value of F is more than 2, indicating a strong link between the independent and dependent variables.

Table 4. The outcomes of the ANOVA test

Variables	Indicators	Sum of Squares	Df	Mean Square	f-stats	Sig.
Convenience	Regression	6.167	1	6.167	19.110	0.000 ^a
	Residual	78.106	143	.322		
	Total	84.275	144			
Time-saving	Regression	15.286	1	15.286	53.625	0.000 ^b
	Residual	68.987	143	0.284		
	Total	84.275	144			
Security	Regression	6.497	1	6.497	20.217	0.000 ^c
	Residual	77.777	143	0.320		
	Total	84.275	144			
Social media marketing benefits	Regression	15.485	1	15.485	54.481	0.000
	Residual	68.788	143	0.283		
	Total	84.275	144			
Website design & features	Regression	25.660	1	25.660	105.946	0.000
	Residual	58.613	143	0.241		
	Total	84.275	144			
Social media marketing as a whole	Regression	24.136	1	24.136	97.130	0.000
	Residual	60.137	143	0.248		
	Total	84.275	144			

Note: Purchasing intent serves as the dependent variable.

In a study that looked at how SMM benefits affected young Indian consumers overall, they found that they raised the propensity to buy by 42.9%. Simultaneously, with a 55.2% increase in purchase intention, website design and features used in social media marketing have an even more favourable impact on the purchasing behaviour of young people. Online marketplaces that are both visually appealing and feature-rich are more popular among India's younger consumers. Therefore, the survey results support all of the research hypotheses: 53.5 percent of the time, social media marketing has a positive effect on the purchasing behaviour of young Indians; the remaining 46.5 percent might be attributable to other, non-market external and internal factors, such as individual differences, group dynamics, culture, psychology, or the surrounding environment.

CONCLUSION

In conclusion, Customers' propensity to make a purchase is positively affected by social media marketing. Through increased brand recognition, appealing content creation, social proof and word-of-mouth impacts, targeted and personalised marketing, and easy purchase channels, social media marketing may pique customers' curiosity and desire to buy. A number of variables, including demographics, associations, culture, personal experiences, social media, and peer pressure, impact adolescent purchasing behaviour. The purchasing process is increasingly influenced by teenagers. In light of the substantial positive impact of social media marketing—particularly of its elements as website design and features—on the purchasing behaviour of young Indians, the authors of this study hold the firm belief that its findings would be of practical use and assistance to academic communities, prospective investors, and managers of Indian companies in formulating effective policies. Discovering and analysing the new social media marketing (SMM) benefits and studying the gender uniqueness of customer purchasing behaviour and social media usage in developing nations like India and others may be accomplished via more research in this field.

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