

# ROLE OF SOCIAL MEDIA ON PURCHASE DECISION AMONG THE YOUTH OF RAIPUR

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## Abstract

The rapid growth of digital technology and social media platforms has significantly transformed consumer buying behaviour. Social media platforms such as Instagram and Facebook have emerged as influential tools for marketing, communication, and customer engagement. The present study focuses on analysing the role of social media in influencing purchase decisions among the youth of Raipur.

The study examines how social media advertisements, influencer marketing, online reviews, peer recommendations, and digital engagement affect consumer attitudes and buying behaviour. Primary data was collected from respondents in Raipur through structured questionnaires, while secondary data was gathered from books, journals, and online sources.

The findings reveal that social media platforms strongly influence purchase decisions among youth consumers. Instagram is found to be more influential due to visual content and influencer engagement, while Facebook is widely used for product discovery and communication. The study concludes that social media has become an essential factor influencing consumer purchase behaviour and modern marketing strategies.

## Keywords

Social Media, Purchase Decision, Consumer Behaviour, Instagram, Facebook, Influencer Marketing, Online Reviews, Youth Consumers, Digital Marketing, Raipur.

## 1. Introduction

The rapid expansion of digital communication and internet accessibility has transformed the way consumers interact with brands and make purchasing decisions. Social media platforms have evolved from communication tools into powerful marketing channels that influence consumer perceptions, preferences, and buying behaviour.

Among the various social networking platforms, Instagram and Facebook are widely used by youth consumers for discovering products, reading reviews, interacting with brands, and making purchase decisions. Businesses increasingly rely on social media marketing strategies to engage customers and build brand awareness.

In Raipur, increasing smartphone usage and affordable internet services have accelerated the growth of digital consumerism. Local businesses and entrepreneurs are using social media to promote products and reach customers effectively. This study examines the role of social media in influencing purchase decisions among youth consumers in Raipur.

## 1.2 Concept of Social Media Marketing

Social media marketing refers to the use of digital platforms such as Instagram and Facebook to promote products, services, and brands. It involves content creation, influencer collaborations, customer engagement, and targeted advertising.

These platforms allow businesses to:

- Build brand awareness
- Engage directly with customers
- Promote products through visual content
- Receive customer feedback
- Increase online sales and customer loyalty

### 1.3 Social Media and Consumer Purchase Behaviour

Consumer purchase behaviour refers to the process through which individuals identify needs, search for information, evaluate alternatives, and make buying decisions. Social media significantly affects this process by providing instant access to product information, customer reviews, and influencer recommendations.

Youth consumers are highly influenced by visual content, social proof, and peer opinions. Instagram reels, stories, advertisements, and influencer posts strongly affect their purchase intentions.

## 2. Literature Review

Kotler & Keller (2016) explained that digital marketing improves customer engagement and brand communication.

Kaplan & Haenlein (2010) highlighted that social media transformed communication between businesses and consumers through user-generated content.

Hajli (2015) observed that social interactions and online trust significantly influence purchase behaviour.

Sharma & Verma (2026) found that Instagram marketing strongly affects youth buying behaviour through visual engagement and influencer marketing.

Kumar & Singh (2025) concluded that reviews, peer recommendations, and trust are major factors influencing online purchases.

## 3. Research Objectives

- To analyse the role of social media in influencing purchase decisions among youth in Raipur.
- To examine the impact of social media advertisements on consumer behaviour.
- To study the influence of influencer marketing on purchase intention.
- To identify factors affecting social media-driven buying behaviour.

### 3.1 Hypotheses

H1: Social media advertising significantly influences purchase decisions among youth in Raipur.

H2: Influencer marketing positively affects purchase intention.

H3: Online reviews and electronic word of mouth influence consumer trust.

H4: Brand awareness positively influences purchase decisions.

## 4. Research Methodology

The study adopts a descriptive and analytical research design. Primary data was collected using structured questionnaires from 50 respondents in Raipur. Secondary data was collected from journals, books, and online research sources.

Sampling Technique: Convenience Sampling

Sample Size: 50 Respondents

Statistical Tools Used:

- Percentage Analysis
- Mean and Standard Deviation
- Correlation Analysis
- Regression Analysis

## 5. Data Analysis and Interpretation

The analysis indicates that the majority of respondents actively use Instagram and Facebook. Most respondents reported that social media advertisements, influencer recommendations, and customer reviews influence their purchase decisions.

Instagram was found to be more influential among youth consumers due to its visual appeal and interactive content. Facebook was primarily used for communication and product discovery.

The findings also suggest that trust, online reviews, and promotional offers significantly affect buying behaviour.

## 6. Findings

- Social media significantly influences youth purchase decisions.
- Instagram is more effective than Facebook in influencing buying behaviour.
- Influencer marketing and online reviews strongly affect purchase intention.
- Customer engagement improves brand trust and loyalty.
- Promotional offers and discounts encourage online purchases.

## 7. Conclusion

The study concludes that social media has become a powerful factor influencing purchase decisions among youth consumers in Raipur. Platforms such as Instagram and Facebook significantly affect consumer behaviour through advertisements, influencer marketing, online reviews, and interactive content.

Businesses that effectively use social media marketing strategies can improve customer engagement, build trust, and increase sales. However, maintaining transparency, product authenticity, and customer satisfaction remains essential for long-term success.

## 8. Recommendations

- Businesses should create visually attractive and engaging content.
- Influencer marketing should be used strategically to target youth consumers.
- Companies should encourage customer reviews and feedback.
- Businesses should provide transparent communication and secure payment methods.
- Local businesses should focus on platform-specific marketing strategies.

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