

Impact of Social Media on the Purchasing Decisions of Youth's in Mysore City

Annapoorna M. N

Research Scholar

Department of Commerce

JSS College for Women (Autonomous)

Saraswathipuram, Mysuru

anusavi27@gmail.com

Rechanna

Associate Professor

Department of Commerce,

JSS College for Women (Autonomous)

Saraswathipuram, Mysuru

drrechanna@gmail.com

Abstract

In recent years social media is has become very popular with high usage rates among young customers all around the world. Marketing through social media is trying to make a mark on consumer preferences, and this is important to know that how social media is being used by organizations for the marketing of their brands.

Social media helping marketers to increase brand awareness and increasing customer relation. The present research determines to find out the impact of social media marketing on the purchasing behaviour of the youths in Mysore. Primary data have been extracted by using structured Questionnaire.

The findings indicate that there is a significant influence of the social media applications on the youth purchasing decision. Today social media is used effectively to market products and services to attract a large number of people. It is impossible to design a marketing strategy without considering social media.

The recommendations of the study are that the companies should concentrate more on promotional activities using social media as this is more effective, less costly and accessible to a large number of target audiences.

Keywords: *Social media, Purchasing Decisions, Social media marketing, Social media Applications.*

Introduction

Social media was always viewed as a form of communicating with others through instant messaging and blogging. It wasn't until several years ago people started seeing social media as a marketing tool. Social media in marketing is a quick and simple way to share a business's information such as advertising, and

products or services available to consumers. Targeted Advertising is becoming a major role in social media marketing.

The large amount of people who use social media is significant for companies to advertise their products and services to. Networking is the biggest factor in marketing through social media. It goes from creating relationships with customers to reaching out to get new customers and how to find these people through social media sites. Newspaper, TV, and radio were the major forms of advertisement in marketing before social media came into play. Now, social media such as Twitter, Face book, Tumbler, and Pinterest are used for marketing. Today, using social media as a strategy is becoming more effective in marketing than any other tactic. Marketing in social media has created a simple and quick way for business to advertise, show information and products they offer, and display specials or discounts.

Many businesses are looking at social media and trying to figure out exactly how to use it because it really has endless opportunities. A small business can reach local customers by creating a Facebook page and addressing what the specials are, what is on sale, or what events or plans the business has. Large businesses and corporations can also create a page on Facebook, or make a Twitter account to post about sales, news, and many other things.

Social media is helpful in marketing by providing easy communication with people. Using social media allows a business or person to connect with someone without all the hassle of emails and phone calls. Social media such as Twitter and Facebook can be a game changer for a business because of its ability to now post to the world what specialties, sales, or clearances they are having. Social media can open up connections to other business or potential customers.

Social Media Marketing

Social media marketing is a new trend of marketing where different Businesses have taken to social media sites to market and promote old and existing products and brands or create more awareness of their new products. Customers involved in social media can access their site almost anywhere. Most people have cell phones, computers, or tablets that they take anywhere they go. People have their heads in their phones. They aren't reading the daily newspaper like they used to. Businesses can and do take advantage of this. Having a business site using Face book, hash tags, or even ads that can be made public through the social media site will help the business gain public awareness.

Social Media has now become so much better for advertising that it is changing how business is done. Look past the posters in social media sites as LinkedIn and Facebook, there are a craze developing and corporations are finding themselves more so operating with social links for routine business. Many businesses are using social networks for problem resolving matters, to initiate response of feedback, distribute info sooner, and for results of new concepts for the business, also to adjust the background inside the corporation.

Purchase Decision

Purchase decision is the process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.

It's important to understand the consumer decision-making because it allows you to anticipate the needs of consumers, which in turn helps you plan marketing or sales strategies based on those needs. Consumer's buyer behaviour is influenced by four major factors; cultural, social, personal, and psychological factors. These factors cause consumers to develop product and brand preferences. Although many of these

factors cannot be directly controlled by marketers, understanding of their impact is essential as [marketing mix strategies](#) can be developed to appeal to the preferences of the target market.

Consumers are the prime target of any organization as they generate sales by purchasing products produced specifically by the organization; however, organizations segment the consumers on the basis of their characteristics into different segments to design its marketing strategy explicit to each segment. These market segments illustrate diverse distinctiveness but are homogenous internally. Hence, it is easy for marketers to assess the attractiveness of each segment for any particular product or brand and determine the aspects of indulging in buying behaviour.

Behaviour is defined as any activity, physical or mental, performed by an individual. Studying consumer behaviour can help enterprises understand what consumers need, so they can create, develop, and improve their products and marketing strategy. The basic questions that the marketers have to understand about the consumers are what products they want to buy, where they buy, when they buy, and how much they want to buy. Moreover, they would understand what factors that impact to consumer behaviour and their buying decision. Purchasing goods and services depends on the consumer's needs, preferences and purchasing power (Kahn, 2007). So product research would help businesses improve existing product and to identify gaps in current products. However, the businesses need to concern in the long term, because the opportunity of today for a trend is not necessarily than tomorrows.

The decision-making process starts from the mind of consumers. This process includes the consumer first understanding what they need. Then, they will search for information while considering internal and external factors. Next, they will have an evaluation and make a selection, and eventually make a purchase. The post purchase behaviour can give companies information about whether or not their products are successful. Sales and after sale services can also have an effect on consumer satisfaction and lead to repeat purchases. It shows that the purchasing process starts from the consumer's needs and finishes with their satisfaction. The marketing strategies will be successful if they have the best solutions to solve the consumer's problems.

Review of Literature

According to the study conducted by Dr. T. Unnamalai (2019) found that the social media is positively impacting the youth in the field of education as well as in the overall betterment of the social life. But on the other hand it also negatively impacts the youth by affecting both physical and mental health. It is also found that the social media is acting as the significant information provider that is inducing the youth to take purchase decision.

Janaki.J and Manikandan.M (2019) examined the youngsters between the age group of 30 to 35 viewed the Social Media networking and they are intend to purchase. The word of mouth is the strongest media about the networks and the friends and relatives are creating interest to watch the Social Medias. The fact of purchasing decision making of the respondents are influenced by the media only for certain companies and other companies should make their strategy to attractive and try to recollect their memories. It may be done by market survey.

Walid Nabil Iblasi, Dr. Dojanah M.K. Bader and Sulaiman Ahmad Al-Qreini (2016) investigated that there is an impact of using social media websites as a marketing tool on the stages of purchasing decision (need recognition, information search, alternatives evaluation, purchase decision and post-purchase behavior) which encouraging going toward using the social media in E-marketing. The results indicate that social

media websites (Facebook, Twitter and Youtube) have a significant impact on stages of purchasing decision; therefore, the firm has to consider these websites in its marketing plans.

Abu Bashar, Irshad Ahmad and Mohammad Wasiq (2012) analyzed that the affectivity of social media as a marketing tool will only be possible when organisation having their presence on social media provide the concrete and timely information needed by the consumers. Buying Decision also plays an important role in motivation towards brand following on the social networking platforms.

Colicev, Anatoli, Malshe, Ashwin, Pauwels and Koen (2018) stated that, respondents show that social media affects customer-based brand equity (CBBE), which is an important market-based asset and for brand management. In the competitive retail sector, creating and sustaining CBBE is a major challenge for retailers and likely to be a costly affair. However, achieving and maintaining high levels of advertising awareness can be expensive. Owned social media is relatively inexpensive and earned social media is largely free.

Vij.S and Sharma. J (2013) aimed to analyze the social media marketing content should be 'interesting', 'informative', 'interactive' and 'reliable'. Marketers should align their social media marketing effort with the changing tastes and preferences of customers.

Shih-Chih Chena and Chieh-Peng Lin (2019) opinion that the Social media marketing activity is an important factors that influences user's continuance intention, participation intention and purchase intention. Social media marketing can help maintain corporate brands. Advertising and blog marketing were based on content. Social media marketing reaches target audiences and improves the effect of the transmitted information via a long-term, close relationship with the online community social media service providers should consider how to increase the effects of social media marketing activities.

Angella J. Kim , Eunju Ko(2012) identified in their study The main purpose of marketing communication is to improve customer equity drivers by strengthening customer relationship and creating purchase intent, SMM activities contribute as effective marketing communication methods. With the growing interest of luxury fashion brands in providing luxurious values to customers in every way possible, using social media for marketing appears to be an appropriate medium to attract luxury consumers at the moment. More luxury brands should engage in social media activities to anticipate positive contributions to brands by providing new luxury values to customers.

Castulus Kolo and Florian Haumer (2018) found that the Social media celebrities create content in various categories and their audiences expect this content to be very professional. Thus, social media celebrities as content producers should be taken seriously as media entrepreneurs that have a significant influence on consumer decisions. Social media influencers lose credibility and effectiveness when their content does not follow global trends in interest and consumption. In that respect, social media influencers might also be subject to some kind of natural life cycle that requires innovation of content production patterns and change management just as in traditional media companies.

Basma Shamieh, Mohamad Shehada ,Talal Abu-Ghazaleh (2020) Investigated that the findings show that there is a significant influence of the popular social media applications on the youth purchasing decision. However, Facebook application proved to be not influencing the youth purchasing decision. Instagram, Snapchat, Twitter, YouTube, and WhatsApp applications proved to have an influence on youth purchasing decision at the University of Jordan. The most effective social media applications influencing the youth purchasing decisions are Instagram and WhatsApp as there was a strong correlation between them and the youth purchasing decisions.

Milena Le Viet-Błaszczuk and Juliusz Lerman (2020) found that social media have a significant role in customers' purchasing decisions. They influence the perception of the brand by customers but also the purchase of specific products. Based on the research results, it can be assumed that SM functionalities that shorten the purchasing process will be developed in the future, and the role of social media in the purchasing process will grow.

Md. Rakibul Hasan, Md. Ridhwanul Haq and M Zamanur Rahman (2018) opinion that the Peer Communication through social network is very common in Dhaka where people talk about many things including the issues related to purchase a product or service. Most of the renowned brands today, have their own pages in social network, especially on Facebook, which are being followed by fans of those brands. People spend significant amount of time on laptops and smart phones these days. Hence, most of the brands try to reach their consumers through advertisement in social network.

Omari, K. Mbura and Sumaya, M. Kagoya (2020) examined the study concludes that social media content and awareness significantly influence youth purchasing behaviour of soft drinks, hence features of social media should be taken seriously for companies to survive in their competitive environment, continue to operate efficiently and make proper marketing decisions concerning its products. Attitude towards social media was found to have weak influence on youth purchasing behaviour.

C. Arul Jothi and A. Mohmadraj Gaffoor (2017) examined the Consumers usually spend more than three hours a day on the social media and the major purpose was found out to be social networking and information gathering. Consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Consumers do require detailed information about the brand so as to evaluate its strengths and weaknesses; this ample amount of information saves their time by allowing them to make the purchase decision quickly.

Need for the Study

This study highlights the facts about impact of social media on the purchasing decisions of young customers. Social media has a strong impact on the purchasing behaviour of young customers.

Statement of the Problem

The researcher has observed that large numbers of young consumers are finding it easy to explore social media for seeking information regarding any product and service. Hence, this made researcher to conduct a study on the "Impact of social media on the purchasing decisions of youth's in Mysore city".

Objectives of the Study

1. To evaluate, most popular social media among youths.
2. To identify an advertisement on social media influence the young customers to buy a product.
3. To analyse social media is essential for brand.
4. To evaluate social media meeting the Youths expectations.

Scope of the Study

The scope of this research is to identify the impact of social media on the purchasing decisions of young customers in Mysore city. The research is based on primary data.

Methodology

The researcher has selected the respondents on the basis of convenience sampling method. A sample of 350 respondents was selected for the study. Primary data have been extracted by using structured Online Questionnaire. The collected data are analyzed through Percentage Analysis.

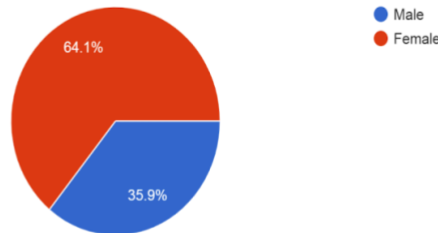
Analysis and Interpretation of Data

The analysis and interpretation of data is collected through the online questionnaire from the respondents.

Table 1: Distribution of the Respondents Gender Wise

Gender	No. of Respondents	Percentage
Male	126	64
Female	224	36
Total	350	100

2. Gender
351 responses

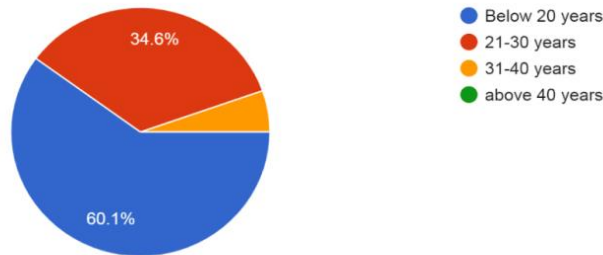


The above table shows that in the study, 224 respondents are female and 126 respondents are male. It is concluded that majority of the respondents are female.

Table 2: Distribution of the Respondents Age-Wise

Age Group	No. of Respondents	Percentage
Less than 20 years	212	60
21 – 30 years	122	34
31– 40years	18	06
Above 40 years	00	00
Total	352	352

3.Age
353 responses

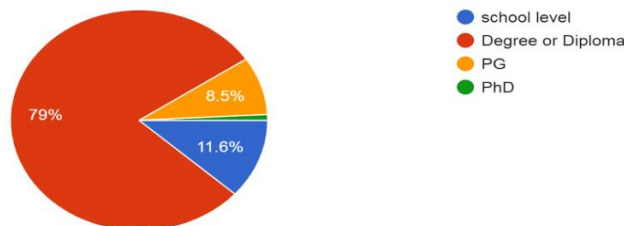


It is understood from the above table that out of total 352 respondents 212 respondents are below 20 years, 122 are between 20-30 years, 18 are between 30-40 years.

Table 3: Distribution of the Respondents – Educational Status

Educational Qualification	No. of Respondents	Percentage
School Level	41	41
Degree or Diploma	279	279
PG	29	29
PhD	3	3
Total	352	352

4.Qualifications
353 responses

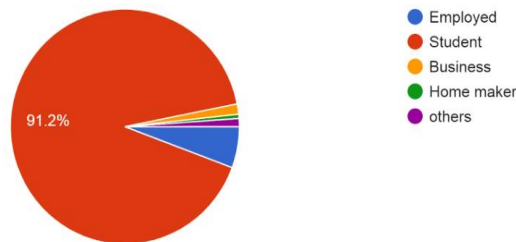


sThe above table reveals that 279 percent of the respondents have Graduation, 41 percent have completed their school level, 29 percent have their education up to PG and Professional Qualification and only 3 percent of the respondents have PhD.

Table 4: Distribution of the Respondents – Occupational Status

Occupation	No. of Respondents	Percentage
Employed	19	19
Student	322	322
Business	05	05
Homemaker	02	02
Others	04	04
Total	352	352

5. Occupation
353 responses

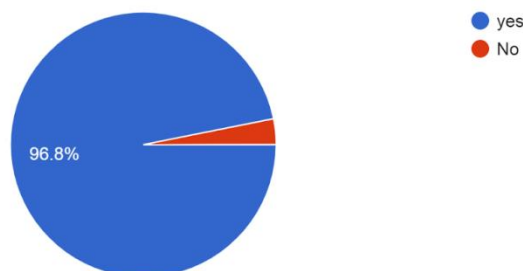


It could be seen that 322 respondents are students, 02 are homemaker, 19 are employed, 05 are business and 04 respondents are Other Group.

Table 5: Do you use social media

Opinion	No. of Respondents	Percentage
YES	338	96.8
NO	11	3.2
Total	349	100

1. Do You Use social media
349 responses

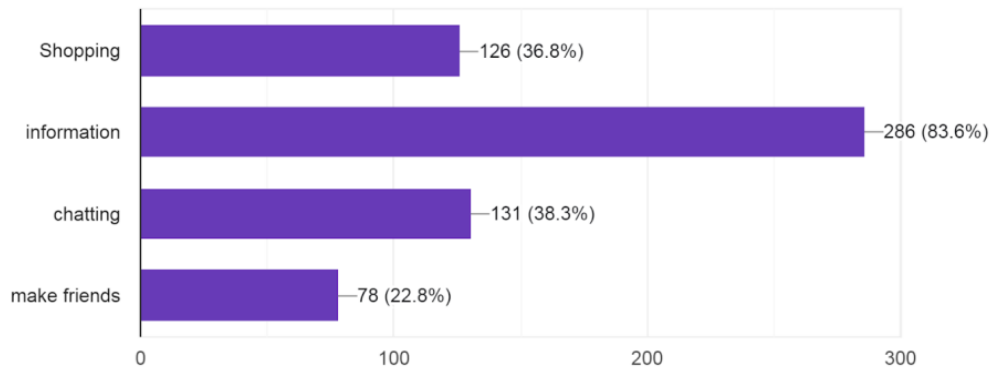


The above table reveals that 96.8% of the respondents use social media, 3.2% respondent’s opinion that they do not use any social media.

Table 6: You use social media for

Sources	No. of Respondents	Percentage
Shopping	126	20.32
Information	285	45.97
Chatting	131	21.13
Make Friends	78	12.58
Total	342	100

2. You use Social media for
342 responses



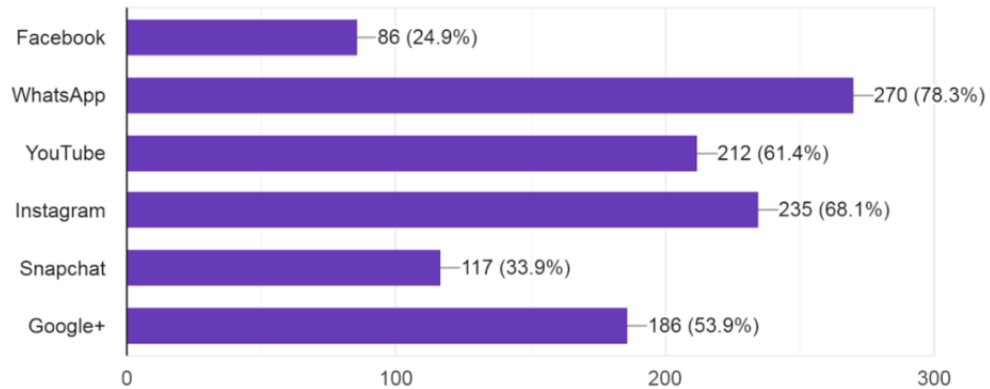
The above table reveals that 20.32% of the respondents use social media for shopping, 45.97% of the respondents use social media for information, 21.13% of the respondents use social media for chatting, and 12.58% of the respondents use social media for make friends.

Table 7: Type of social media you use

Options	No. Of Respondents	Percentage (%)
Face book	86	7.78
Whatsapp	270	24.34
YouTube	212	19.19
Instagram	235	21.27
Snap chat	117	10.59
Google+	186	16.83
Total	345	100

3.Type of social media you use

345 responses



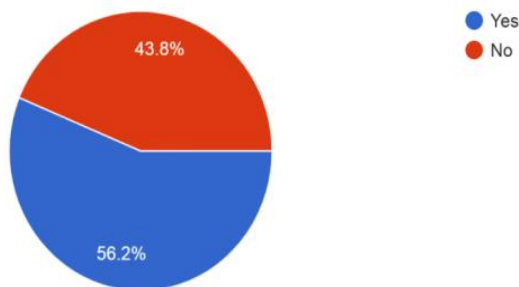
The above table depicts that the 86 respondents use face book, 270 respondents use whataapp, 212 respondents use you tube, 235 respondents use Instagram, 117 respondents use snapchat, 186 respondents use Google+.

Table 8: Do you pay attention to advertisement on social media websites

Opinion	No. of Respondents	Percentage
YES	194	54.96
NO	150	42.49
Total	345	100

4.Do you pay attention to advertisement in social media?

345 responses



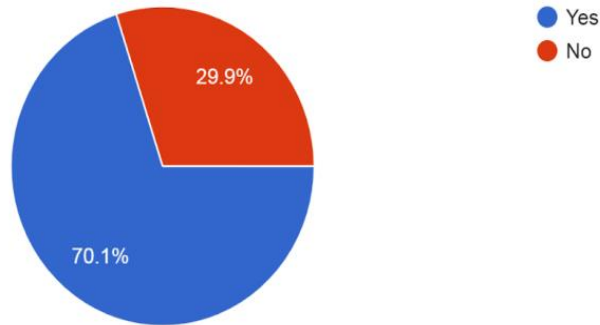
The above table shows that 56% of respondents are of opinion that they see Advertisement on social media and 43% opinion that they pay attention to Advertising in social media.

Table 9: Do you trust social media

Opinion	No. of Respondents	Percentage
YES	240	70.1
NO	104	29.9
Total	344	100

5. Do you trust social media ?

344 responses



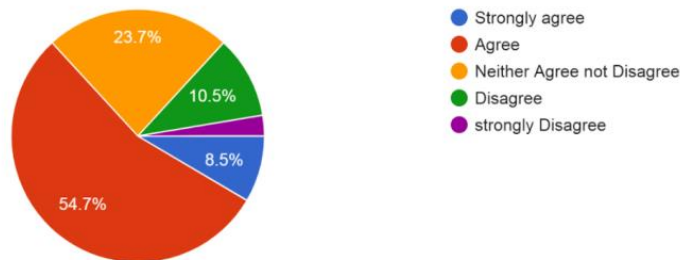
The above table depicts that the 70% of respondents feel that they trust social media, 30% respondents feel that they do not trust social media.

Table 10: Social media influence your buying decision

Options	No. of Respondents	Percentage
Strongly Agree	29	8
Agree	186	54
Neither Agree nor Disagree	81	23
Disagree	36	10
Strongly Disagree	9	2
Total	342	100

6. Social media influence your buying decision?

342 responses



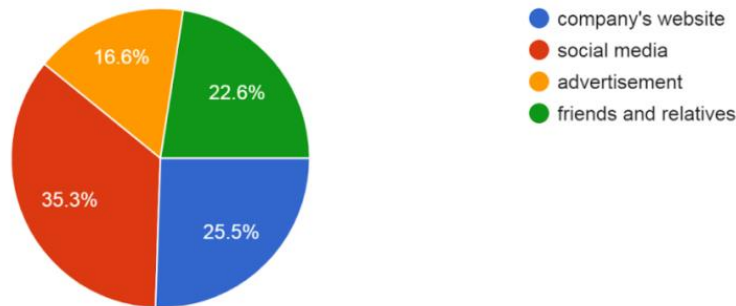
The above table depicts that the 8% of respondents are Strongly Agree, 52% of respondents are Agree, 22% of respondents are, neither Agree nor Disagree, 10% of respondents are Disagree, 2% of respondents are Strongly Disagree.

Table 10: What is your preferred source of information for your buying decision?

Options	No. of Respondents	Percentage
Company’s Website	85	25
Social Media	119	35
Advertisements	56	16
Friends and Relatives	76	26
Total	336	100

7. What is your Preferred source of information for your buying decision?

337 responses



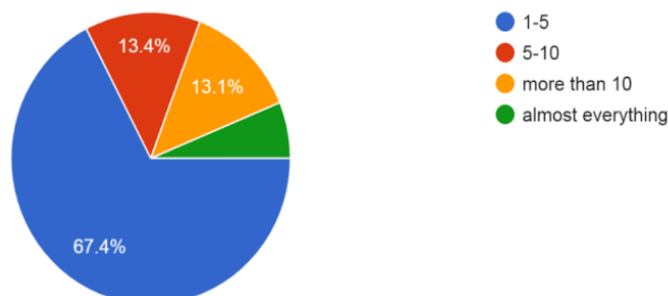
The above table depicts that the 24% of respondents purchase products by getting information from Company’s Website, 33% of respondents decide to buy the products by seeing information in social media, 15% of respondents from advertisement and only 21% of respondents taking information from Friends and Relatives.

Table 11: How many products have you purchased currently influenced by advertisement on social media?

Options	No. Of Respondents	Percentage (%)
1 to 5	227	67
5 to 10	44	13
More than 10	44	13
Almost everything	21	5
Total	100	100

8. How many products have you purchased currently influenced by advertisement on social media?

337 responses



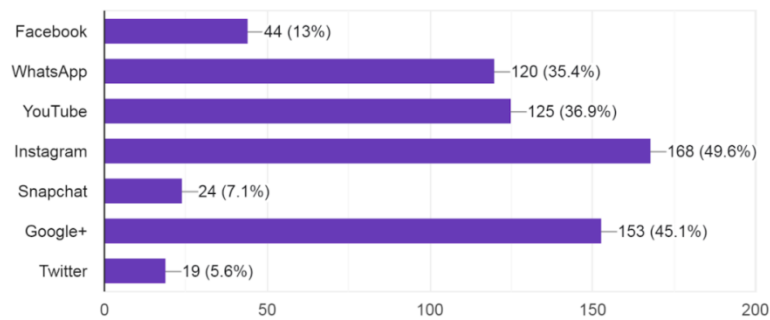
The above table reveals that the 67% of the respondents purchase 1-5 numbers of products by observing advertisement on social media, 13% of the respondents purchase 5 to 10 products, 13% of the respondents purchase More than 10 products and only 5% of respondents purchase Almost everything showing in advertisement on social media.

Table 12: Which social media apps do you trust the most when it comes to product reviews?

Options	No. Of Respondents	Percentage (%)
Face book	44	13
Whatsapp	120	35
YouTube	125	36
Instagram	168	49
Snap chat	24	7
Google+	153	45
Twitter	19	5
Total	339	339

9. which social media App Do you trust the most when it comes to product reviews?

339 responses

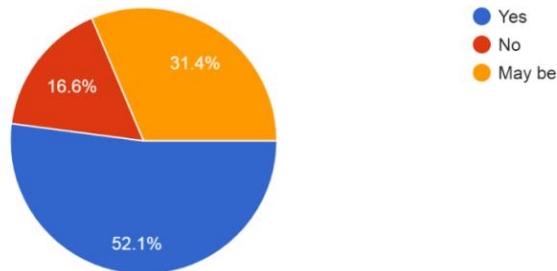


The above table reveals that 44 respondents trust Face book, 120 respondents trust Whatsapp, 125 respondents trust YouTube, 168 respondents trust Instagram, 24 respondents trust Snap chat, 153 respondents trust Google+ and only 19 respondents trust twitter.

Table 13: Does advertisement on social media influence you to buy a product?

opinion	No. of Respondents	Percentage (%)
Yes	176	52
No	56	16
May be	107	31
Total	338	100

10. Does advertisement on social media influence you to buy the product?
338 responses

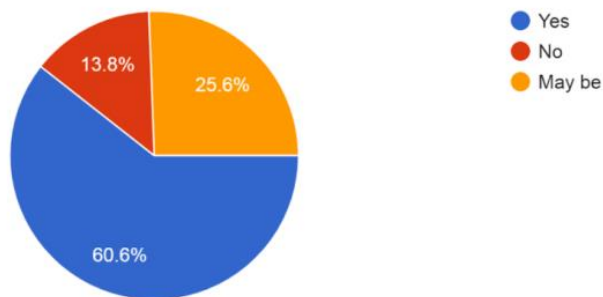


The above table shows that 52% of respondents are of opinion that Advertisement on social media motivates to purchase the product and 16% opinion that they does not influenced to purchase the products after seeing Advertisement in social media.

Table 14: Do you think having social media presence is essential for a brand?

Opinion	No. of Respondents	Percentage
Yes	206	60
No	47	13
May be	88	25
Total	340	100

11 . Do you think having social media presence is essential for a brand?
340 responses



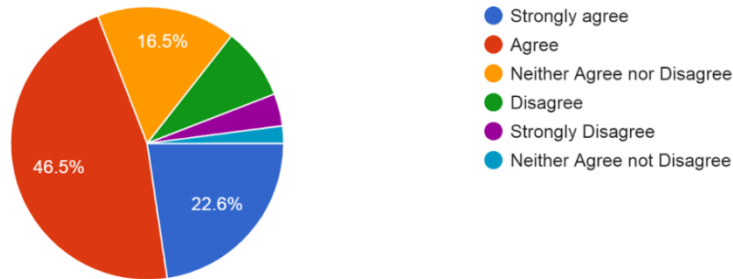
The above table depicts that, 206 respondents are feel that the social media presence is essential for a brand and 88 respondents are feel may be social media presence is essential for a brand.

Table 15: Are you wish to change your decision to purchase a product if it has gotten bad reviews on social media?

Options	No. Of Respondents	Percentage (%)
Strongly Agree	77	22
Agree	158	46
Neither Agree nor Disagree	57	22
Disagree	29	8
Strongly Disagree	13	4
Total	340	100

12. Are you wish to change your decision to purchase a product if it as gotten bad reviews on social media?

340 responses



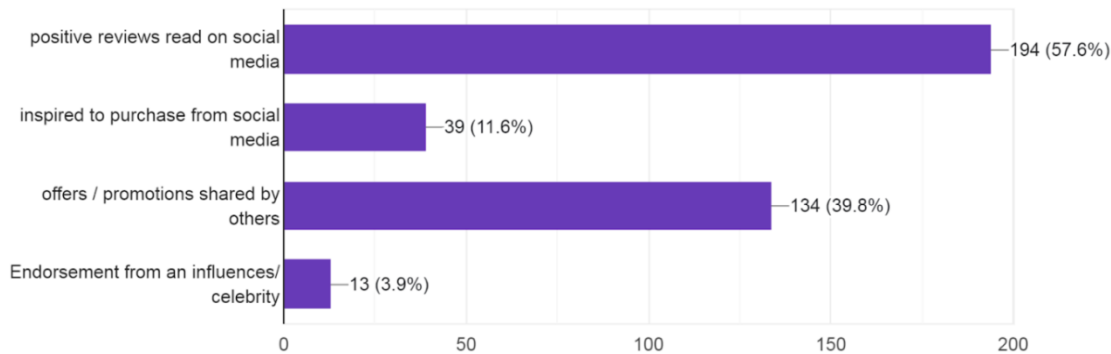
The above table reveals that 158 respondents are likely to change their purchase decision if the product gotten bad reviews on social media.

Table 16: Which factors on social media influence on consumer purchase decision?

Options	No. Of Respondents	Percentage (%)
Positive reviews read on social media	194	57
Inspired to purchase from social media	39	11
Offers/promotions shared by others	135	39
Endorsements from an influences/celebrity	13	3
Total	337	100

13. which factors on social media influence on purchase decision?

337 responses



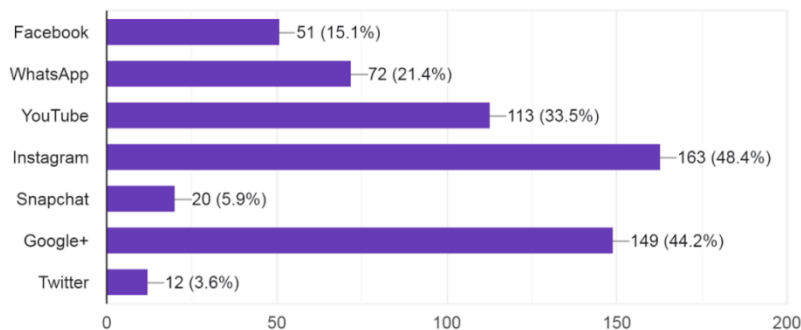
The above table shows that 194 respondents are check the Positive reviews on social media, 134 respondents are motivated by Offers/promotions shared by others, 39 respondents are Inspired to purchase from social media and only 13 respondents influenced by Endorsements from an influences/celebrity.

Table 16: Which social media app you preferred source of information for to purchase the products?

Options	No. Of Respondents	Percentage (%)
Face book	51	15
Whatsapp	72	21
YouTube	113	33
Instagram	163	48
Snap chat	20	5
Google+	150	44
Twitter	12	3
Total	337	100

14. which social media App you preferred source of information for to purchase the product?

337 responses



The above table shows that 51 respondents are aware through Face book, 72 are aware through Whatsapp,113 are aware through YouTube ,163 are aware through Instagram, 20 are aware through snap chat, 149 are aware through Google+ and only 12 through twitter.

Major Findings of the Study

1. 64% of the respondents are **female**.
2. 60% of the respondents are in the age group of **below 20 years**.
3. Majority of the respondents are Graduates.
4. 90% of the respondents are **students**.
5. 95% of the respondents use social media.
6. Majority of the respondents use social media for **Information** purpose.
7. **Instagram** is the most preferred social media app followed by you tube,
8. Whatsapp and Google+, where as **snap chat** is the least preferred app.
9. Majority of the respondents are of opinion that they give attention on advisement displayed in social media.
10. Majority of the respondents are of opinion that they trust social media.
11. 52% of the respondents agreed that "**social media**" influence their buying decision.
12. **Social media** is the major **source of information** for youths of Mysore city to purchase products as per study.
13. 67% of the respondents purchase 1-5 numbers of products by observing advertisement on social media
14. Majority of the respondents trust **Instagram and Google+ apps** when it comes to product reviews.
15. Most of the respondents are feel that **Advertisement** on social media influence to purchase products.
16. 60% of the respondents considered **Social Media** are essential for a brand.
17. Most of the respondents are Strongly Agreed that they change their purchase decision when the products get bad reviews on social media.
18. Majority of the respondents consider **Positive reviews read on social media** to make their purchase decision.
19. Most of the respondents preferred to use **Instagram app** as a source of information to purchase the product.

Limitations of the Study

1. The size of the sample is limited to only 350.
2. The area of the study confined to Mysore city and hence the results cannot be generalized.

Suggestions and Conclusion

Social media is where information is created, collected and exchanged through social media platforms. Social media in the current generation is constantly used and regularly updated with peoples personal lives for their whole group of friends and family and maybe even for the general public to see. Businesses now have to adapt to the social media era and use it to their advantage. Social media marketing is how firms use social media as a medium to interact with their customers to help increase awareness of their products and events. Social media marketing is new aspect in the modern day era for businesses. Nowadays it's a technology based community where their leisure and work time are usually done with laptops, phones.

Social media marketing is marketing that concentrate on people and not products. Marketing is a management process that identifies, supplies, and presumes customers needs or requirement and want. Social media marketing is a platform that helps regenerate an organization marketing techniques. It helps create a new perception about the company's product and the vital marketing programs and create a method to become an edge in the online business world. Businesses can benefit from social media through reduction of cost by reducing staffs working hours and increase revenue. Social media marketing the fastest means of get words out about a business or product, that is why eventually all business are buying the initiative. Most marketers who are already established in the new social media initiative are beginning to implement their own tactics which has brought social media to a greater height than it was before. These popular websites could be a great approach for companies and customers to improve their communications by applying them in computers and mobile devices.

The study extends a direction for new researchers and concludes with suggestions for further research and suggests marketers to use social media to generate demand and to focus on offering superior value products to provide customer satisfaction so that buyers spread positive word-of-mouth which will in turn develop company/brand image and will bring more customers and will play significant role on the buying behaviour of consumers. Social media must provide timely information needed by the consumers. The companies should do the marketing research and design their strategy according to the needs of the targeted people.

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