THE ROLE OF SOCIAL MEDIA AND DIGITAL MARKETING IN SHAPING SHOPPING BEHAVIOUR AMONG YOUNGSTERS IN BANGALORE URBAN (18-24)

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ABSTRACT

The primary goal of this study is to determine the influence of social media advertising on the buying behaviour of youngsters aged 18-24 in Bangalore. With the rapid growth of social media, digital marketing is influencing the purchasing behaviour of youngsters. The data was collected from a primary source. Using a well-structured questionnaire, the data was analysed using mean, standard deviation, chi-square, and one-way ANOVA. The simple random sampling of 50 sample sizes was selected. The collected data was tabulated and analysed with the help of statistical tools like SPSS and Excel. The study showed a positive relationship between the buying behaviour of youngsters and social media and digital marketing. The study further found that there was no relationship between the amount of time spent by users on social media and their purchasing behaviour, and the results also showed that gender didn't have much impact on the shopping behaviour of the individual. However, the study is limited only to urban youngsters of Bangalore, and results might differ in rural areas and different age groups. Future research could help to explore different additional factors with an increased sample size.

Key words: Digital marketing, Consumer behaviour, Shopping behaviour, young consumers, purchasing decisions, Buying habits, Brand awareness, Online shopping, social influence

1. INTRODUCTION

In Today's fast- paced market, understanding consumer behaviour is vital. Consumer behaviour refers to how individuals make purchasing decisions. Studying of this purchasing pattern helps companies in creating and delivering of the quality products. In today's online world social media and digital marketing plays a key role in influencing the purchasing behaviour of the individual. Social media and digital marketing have transformed the way consumers interact with brands and make purchasing decisions. Platforms like Instagram, YouTube and Facebook have created an environment where young consumers can make their buying choices based on the online especially in cities like Bangalore. And social media give access to a large customer base to business. Many popular social media platforms have integrated a wide variety of options for business to reach their customers. It's important to recognize the effect of social media on consumer buying choices. Most modern consumers especially the Youngsters depends or make their buying decisions based on the social network's reviews about a product and where to (or not to) buy from. With almost 80% of consumers making buying decisions based on a friends post and a social media influencer. Consumers seek honesty and mostly rely on the other sources such as influencers recommendation when it comes to making purchasing decisions.

The present study explores how social media and digital marketing shape the shopping behaviour of youngsters in Bangalore city by examining key factors such as social influence, brand strategy awareness and their buying decisions.

Problem Statement:

In today's digital age, social media has become an integral part of daily life, especially among young consumers. Platforms like Instagram, Facebook, and YouTube are not only sources of entertainment but also powerful tools that influence shopping behaviour. The increasing reliance on digital marketing strategies, like targeted ads and influencer promotions, has transformed how brands interact with consumers. The present study focuses only on the age group of 18-24 in Bangalore especially students, a tech-savvy and digitally connected demographic, who are particularly susceptible to online trends, peer recommendations, and influencer endorsements. Unlike traditional advertising, influencer marketing builds trust through personalized recommendations, making it a key factor influencing purchasing decisions. However, the extent to which social media impacts shopping habits whether through brand perception, impulsive buying, or consumer trust remains an area requiring further exploration.

This research aims to analyse how social media influences the shopping behaviour of young consumers in Bangalore.

Objectives:

1. To analyse the impact of social media on the shopping habits of youngsters in Bangalore.
2. To study the role of influencer marketing in shaping purchasing decisions.

2. LITERATURE REVIEW

Sweta Leena Hota (2022) conducted an analysis of the impact of influencer marketing on teens' purchasing habits. In that survey, she found that the majority of social media influencers can have an impact on teenagers who are heavily involved with social media. Social media connects people, improving the path of influencer marketing. She also mentions that, owing to a lack of awareness, firms are implementing various components of influencer marketing that are severely impacting their business performance.

Dr. N. Rameshkumar (2022) investigated how young digital customers perceive social media influencers and if they influence their purchasing intents and decisions. Primary data was gathered from 150 respondents. Data was tabulated and evaluated using statistical tools to meet the aims. The study found that good remarks from past users have a beneficial impact on the purchase intentions of young digital customers.

Mrs Nirupama (2024 The article investigates the impact of social media influencers on young consumers' purchasing behaviour, concentrating on platforms such as Instagram, TikTok, and YouTube. This study uses a mixed-methods approach, including a quantitative survey of 40 young people, to investigate the mechanisms of influence, such as relatability, credibility, and engagement. The findings show that detailed product information and excellent evaluations are critical for influencing purchasing decisions, whereas influencer suggestions are significant.

John Harri Cabales (2023). The major purpose of this study was to investigate the impact of social media marketing (SMM) on consumer buying behaviour (CPB) among senior high school (SHS) students. Using the non-experimental quantitative research method and validated questionnaires in data analysis with Mean, Person Product-Moment Correlation Coefficient (Pearson-r), and Multiple Linear Regression Analysis as statistical tools, there is a significant relationship between social media marketing and the customer purchasing behaviour of senior high school students. This suggests that social media marketing's external and internal stimuli influence customers' decision-making processes.

Syam Pinnika Yadav (2024). This study investigates the impact of social media on the internet purchase behaviours of teenagers and adolescents in the Doaba region. Specializing in social media marketing, brand recognition, and teen involvement. For this, data from 130 respondents was gathered. The results show that social media marketing has a considerable effect on brand awareness. The study reveals brand awareness as a crucial predictor of online purchasing behaviour, but ignores its significance in determining customer preferences.

3. RESEARCH METHODOLOGY

1. **Research design:**

   The study is based on quantitative research design for understanding how social media affects shopping behaviour among young people (18-24 years) in Bangalore. Descriptive and correlational techniques are used to identify the relationship between variables, such as social media usage, purchase behaviour, and the factors influencing these behaviours.

2. **Sampling Method:**

   A non-probability sampling technique is used for collecting samples. The target population for this study where young adults aged 18-24 residing in Bangalore Urban. Sample size of 50 respondents was chosen for easy manageable data collection and for statistically significant results.

   The sample consists of individuals from different backgrounds and social economic statuses.

3. **Data Collection Method:**

   For this study data was collected using a structured online questionnaire that asks about:

- Social Media Usage
- Shopping Behaviour

4. **Variables:**

- Independent Variables
- Types of social media used (Instagram, YouTube, Others)
- Time spent on social media (less 1 hr to more than 4 hr)
- Frequency of noticing ads
- Dependent Variables
- Frequency of shopping after seeing social media ads
- Control variables
- Gender (To see if it affects the results)

5. Hypotheses:

- H1: There is a significant relationship between the social media platform used most frequently and the purchase behaviour of individuals.
- H2: There is a significant relationship between the hours spent on social media and the frequency of online shopping.
- H3: Gender significantly affects the relationship between social media usage and shopping behaviour.

6. Data Analysis and Interpretation:

a. Data Analysis: For analysing the data in this study SPSS software has been used, based on the hypothesis of the study Chi-Square Test, Independent sample t-test, ANOVA Analysis is used.

b. Data Interpretation

Chi-Square

H1: There is a significant relationship between the social media platform used most frequently and the purchase behaviour of individuals.

Table 1: Chi-Square Output.

Test Statistics		
	Which_social_media_platformis_use_the_most	Made_purchase_based_on_ads_on_social_media
Chi-Square	24.280[a]	9.880[a]
df	2	2
Asymp. Sig.	.000	.007
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 16.7.		

Interpretation:

The Chi-Square test reveals that the Chi-Square value is 24.280 in the most used social media platform which is the first column, with a degree of freedom (df) of 2 and a p-value of 0.000 and the Chi-square value for purchasing decisions based on social media ads have a Chi-square value of 9.880 which is in the second column, with degree of freedom (df) of 2 and p-value of 0.007. Since all p-values are lee then of 0.005 we reject the null hypothesis and accept the alternative hypothesis.

Additionally, the minimum expected cell frequency is 16.7 which is greater than 5 and confirms that the assumptions were met making it reliable and valid. Therefore, it states that "There is a significant relationship between the social media platform used most frequently and the purchase behaviour of individuals"

ANOVA

H2: There is a significant relationship between the hours spent on social media and the frequency of online shopping.

Table 2: ANOVA, Test of Homogeneity of Variances

Test of Homogeneity of Variances					
		Levene Statistic	df1	df2	Sig.
Made_purchase_based_on_ads_on_social_media	Based on Mean	3.706	3	46	.018
	Based on Median	1.676	3	46	.185
	Based on Median and with adjusted df	1.676	3	33.143	.191
	Based on trimmed mean	3.693	3	46	.018

Interpretation:

Levene's Test Sig.(P-value) for mean is 0.018 which is less than 0.05, which means the groups have different variances which means they are not evenly spread.

Because of this we should trust the Games-Howell test instead of Tukey's test.

Table 3: ANOVA

ANOVA					
Made_purchase_based_on_ads_on_social_media					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.303	3	.768	1.221	.313
Within Groups	28.917	46	.629		
Total	31.220	49			

Interpretation:

As Shown in the table above, the total sum of squares is 31.220, which shows the overall variation in purchasing behaviour among the participants, the sum of squares value of Between Group is 2.303 and the mean square for Between Groups is 0.768 which shows how much variation exists between the different social media usage groups. We found that the average difference across groups is small. When it comes to the differences within the Group the sum of squares is 28.917 which is larger than 2.303, showing that individual differences within groups are bigger than differences between groups.

The F value which is 1.221 tells that there is quite a low difference between groups compared to within groups. The significance value which is p-value 0.313 which is greater than 0.05, shows that there is no statistical difference between social media usage in terms of their purchases based on ads.

Table 4: Games-Howell Test

Multiple Comparisons						
Dependent Variable: Made_purchase_based_on_ads_on_social_media						
Games-Howell						
(I) Hours_Spend_on_social_media	(J) Hours_Spend_on_social_media	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less than 1 hour	1-2 hours	.167	.612	.992	-2.40	2.73
	3-4 hours	.375	.612	.923	-2.19	2.94
	More than 4 hours	.667	.595	.701	-1.99	3.33
1-2 hours	Less than 1 hour	-.167	.612	.992	-2.73	2.40
	3-4 hours	.208	.285	.884	-.57	.98
	More than 4 hours	.500	.247	.204	-.18	1.18
3-4 hours	Less than 1 hour	-.375	.612	.923	-2.94	2.19
	1-2 hours	-.208	.285	.884	-.98	.57
	More than 4 hours	.292	.247	.643	-.39	.97
More than 4 hours	Less than 1 hour	-.667	.595	.701	-3.33	1.99
	1-2 hours	-.500	.247	.204	-1.18	.18
	3-4 hours	-.292	.247	.643	-.97	.39

Interpretation:

The Games-Howell test results show that none of the comparisons are statistically significant as all p-values are greater than 0.05. It means that the differences in shopping behaviour between people who spend different amounts of time on social media are not meaningful.

In simple terms, the amount of time people spend on social media does not have any impact on whether they make purchases based on social media ads.

Independent sample t-test:

Table 5: Group Statistics

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Made_purchase_based_on_ads_on_social_ media	Male	30	1.67	.802	.146
	Female	20	1.65	.813	.182

Table 6: Independent Sample Test

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
								95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Made_purchase_based_on_ads_on_social_media	Equal variances assumed	.001	.969	.072	48	.943	.017	.233	-.451	.485
	Equal variances not assumed			.071	40.506	.943	.017	.233	-.455	.488

Interpretation:

The group Statistics table shows that the mean purchase score for males is 1.67 and for females, it is 1.65 and the standard deviation of both groups is approximately ~0.80 meaning that their responses are spread out in a similar way.

Table 6 is an independent sample t-test, in that we can see that Levene's test reveals give sig value = 0.969, which is much greater than 0.05. This means that the assumption of equal variances is true and we can use the first row of the t-test results. So, by seeing the row of equal variances Sig. (2-tailed) value (0.943), which is much greater than 0.05. This means there is no significant difference between males and females in terms of making purchases based on social media ads.

4. FINDINGS

- The Chi-Square test results indicate that there is a significant relationship between the most frequently used social media platform and purchase behaviour as both p values are then 0.05, the null hypothesis was rejected confirming that social media platforms influence purchasing behaviour.

- Analysis of Variance (ANOVA) result gives a p-value of 0.313 which is greater than 0.5 which means that there is no statistical difference between social media usage in terms of their purchases based on ads.

- By using the Games-Howell test we found that the amount of time spent on social media does not significantly impact purchasing decisions based on social media advertisement. As all p-values exceed 0.05 we accepted the null hypothesis.

- Independent sample t-test shows that Levene's test value (p=0.969) is much greater than 0.05, confirming equal variances. The significance value (Sig. 2-tailed = 0.943) indicates that there is no significant difference between males and females in terms of purchase behaviour influenced by social media ads.

5. LIMITATIONS

The study has certain limitations such as sampling bias, The use of sampling limits the generalizability of the findings. The sample size studied is 50 more in-depth and clarity can be achieved if the sample size is increased. The data relies on the honesty of participants and there may be a risk of bias due to certain factors.

This study has a very limited scope focusing only on youngsters aged 18-24 in Bangalore urban, which may not fully represent the population.

6. CONCLUSION

This study was conducted to know how social media and digital marketing influence the shopping habits of young people (18-24) in Bangalore. The results showed that social media platforms play a big role in shopping decisions, with ads shaping preferences. However, it found that the amount of time spent on social media and gender do not have a major impact on buying behaviour.

Statistical tests like Chi-Square, ANOVA, and t-test confirmed that the social media platforms used to matter, but how often someone uses social media or their gender does not significantly affect their shopping choices. This suggests that businesses should focus on engaging users on specific platforms rather than increasing screen time.

However, the study has some limits. With only 50 respondents, all from urban Bangalore, the findings may not apply to everyone.

Social media and digital marketing strongly influence young shoppers in shaping their choices through brand awareness, influencer marketing and social influence. Businesses can use these insights to make better marketing strategies.

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