

Impact of Social Media Advertising on Consumer Buying Behavior among Youth

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Abstract: *Social media platforms like Instagram and YouTube have become essential tools for modern advertising strategies. This study examines the impact of social media advertising on consumer buying behavior among youth. Data was collected from 28 respondents through a structured questionnaire. The study focuses on how advertisements on platforms like Instagram and YouTube influence purchasing decisions. The findings reveal that social media advertising plays a significant role in affecting consumer choices, especially through influencer marketing and promotional offers.*

Keywords: *Social media*

I. INTRODUCTION

Advertising is an important part of marketing as it helps businesses promote their products and services. With the rapid growth of social media platforms such as Instagram, YouTube, and Facebook, advertising has become more interactive and engaging.

Social media allows companies to directly connect with consumers, especially young users. Advertisements in the form of influencer promotions, video ads, and sponsored posts influence consumer buying behavior. This study aims to understand how these advertisements affect purchasing decisions.

Objectives + Research Methodology

Objectives

- To study the impact of social media advertising
- To understand consumer buying behavior
- To identify effective advertising types
- To analyze the role of influencers

Research Methodology

The study is descriptive in nature and is based on primary data. Data was collected through a structured questionnaire using Google Forms. A total of 28 respondents participated in the survey. The sampling method used was random sampling.

Data Analysis

The data collected from respondents shows that most individuals use social media daily. Platforms like Instagram are the most commonly used among youth. A majority of respondents reported that they notice advertisements while using social media.

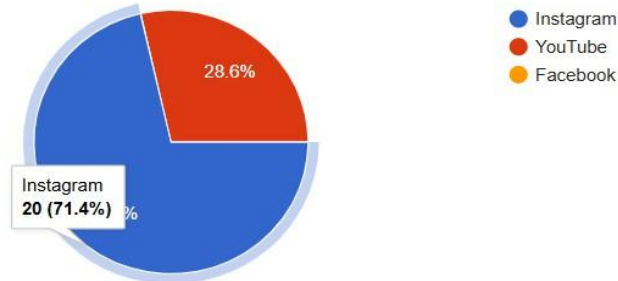
It was observed that around 60–70% of respondents have purchased products after seeing advertisements online. Influencer marketing and discount offers were found to be the most effective methods influencing consumer buying behavior.



Which social media platform do you use most?

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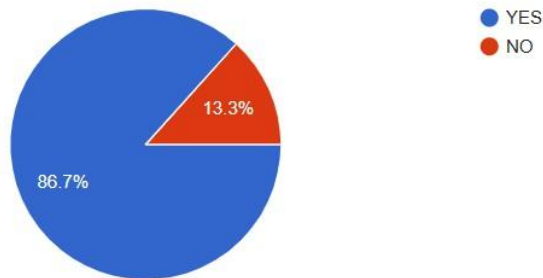
28 responses



Do you notice advertisements on social media?

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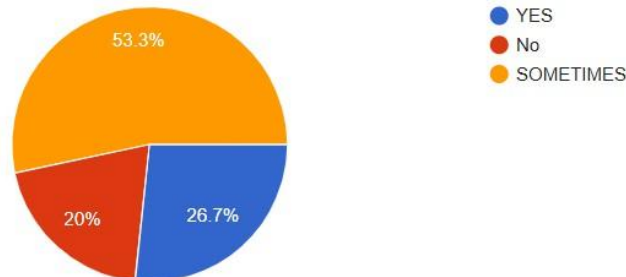
30 responses



Do you trust influencer recommendations?

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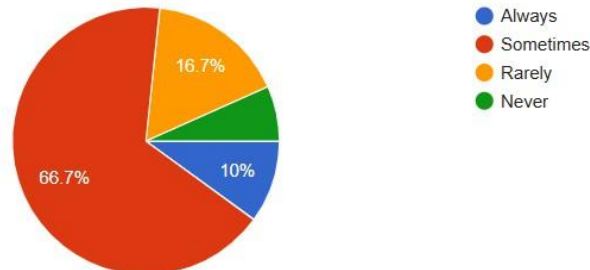
30 responses



How often do ads affect your buying decision?

30 responses

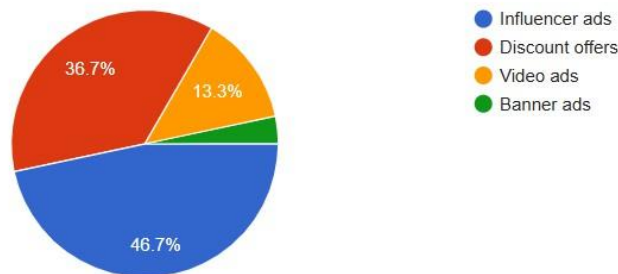
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Which type of advertisement influences you the most?

30 responses

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Findings

- Social media advertising influences consumer decisions
- Influencer marketing is highly effective
- Visual advertisements attract more attention
- Discounts and offers increase purchase intention

II. CONCLUSION

The study concludes that social media advertising has a strong impact on consumer buying behavior among youth. It is an effective marketing strategy that helps businesses reach their target audience. Companies should focus on creative content, influencer marketing, and promotional offers to increase their effectiveness.

This study highlights the growing importance of social media advertising in modern marketing and its strong influence on youth consumer behavior.

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