

**A Dissertation on the study of the impact caused by Social Media Marketing on youths 'Buying behavior and their Purchase decision-making patterns.**

MASTERS OF COMMERCE

SRM University, Sikkim

Batch: 2020-2022

Submitted By

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SCHOOL OF MANAGEMENT AND COMMERCE

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**Impact of Social Media Marketing on youths; buying behavior and their  
Purchase decision making patterns.**

Submitted by

**Saurab Gurung**

**20MC204001**

**A DISSERTATION**

Presented by Department of Commerce

SRM University Sikkim

In partial Fulfillment of requirements of award of Degree of

**MASTERS**

**OF**

**COMMERCE**

**2020-2022**

Dr. Shubhadeep Chakraborty

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Dr. Shubhadeep Chakraborty

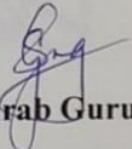
**Head of Department**

## Declaration

I hereby declare that this dissertation titled "The impact of social media marketing on youths' buying behavior and their purchase decision-making patterns in Gangtok, Sikkim" does not contain information of a commercial or confidential nature, or include personal information other than what would be in the public domain unless the relevant permission has been obtained.

This dissertation was submitted in partial-fulfillment of the requirements for award of Master's Degree in Commerce at SRM University, Gangtok.

I also declare that the representative has not been previously published or submitted as a project report for the award of any other degree.

  
**Saurab Gurung**  
20MC204001

August/2022

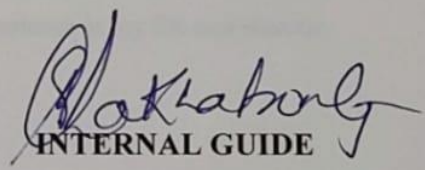
## BONAFIDE CERTIFICATE

A certificate that this dissertation titled, "The Impact of social media marketing on youths' buying behavior and their purchase decision-making patterns in Gangtok, Sikkim" is the bonafide work of Saurab Gurung (20MC204001) who carried out the research under my supervision.

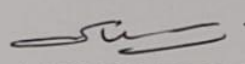
Certified further, that to the best of my knowledge the work reported herein is not part of any another project report or dissertation based on which a degree or award was conferred on an earlier occasion to this any other candidate. Submitted for the viva-voice examination held on \_\_\_\_\_



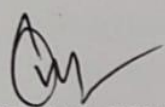
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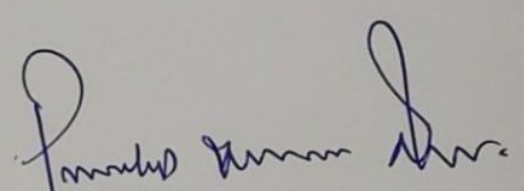
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ASSOCIATE DEAN



INTERNAL EXAMINER



EXTERNAL EXAMINER

22/08/2022

## **Acknowledgement**

First of all, I would like to acknowledge my indebtedness and submit my appreciation towards my supervisor Dr. Shubhadeep Chakraborty for providing me the opportunity to prepare this dissertation. His guidance and advice assisted me throughout all the stages of the dissertation process. I would also like to place my warmest gratitude towards our class coordinator Dr. Haolental Gangte for letting me defend my dissertation project successfully and for your humble suggestions as well as guidance thanks to you.

Moreover, I would also like to express my gratitude towards all of my class mates, friends and family for showing me their continuous support and understanding when undertaking my dissertation and at times when I was writing my thesis paper. Your presence and generosity towards me was what sustained me to come this far. I have no idea about where I'll be in future but I believe that with people like you all I can bear all the difficulties in my life with a smile on my face. I feel very grateful to be a part of this wonderful experience in my life as a student.

**Saurab Gurung**

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# Chapter 1

## Introduction

### An overview

Social media also known as Social Networking Sites is an internet-based form of communication that provides its users a platform to have both formal and informal communications between two persons, groups, and organizations to share information as well as create web content for personal or business purposes. Over the past few decades, social media has been widely used by people across the world in order to communicate and interact with their friends, family, and various communities virtually from a distant place. Social media affect the way people interact with one another virtually as it creates new modes for collaboration and discussions amongst two or more individuals in concern to their personal matters, business proposals or organizational meetings, and many more. All the contents posted on social media by an individual, group, or organization are persistent as it remains within their official site until and unless it is removed by individuals at their own will or some legal authorities as a preventive measure. Over the past few decades along with the advancement of social media marketing the business organization has succeeded in upgrading the effectiveness of its operations into a new form easing the process of conducting the business activities like promotion, advertisement, fixation of price, selling of goods and services as well as delivering it the consumers efficiently and effectively.

According to 'Marketo', Social Media Marketing has been defined as the production, consumption, and exchange of information through online social interactions and platforms.

Social Media is an interactive technology that facilitates the creation and communication of information, ideas, interests and other forms of expression through virtual networks. People generally use social media in order to communicate and interact with friends, family and communities at large. Through social media platforms every user can obtain the following benefits:

1. Build personal or organizational relationships.
2. Share the experience and expertise of individuals to the world.
3. Educate friends, family and the society at large.
4. Connect and interact with friends and family at any time over the internet.

Marketing is a process through which a company promotes the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers and other business organizations.

Social Media Marketing also known as digital or e-marketing is the platform through which individuals can create social networks and share information widely to a targeted audience in order to build a company's brand, improve overall performance and increase sales and eventually profits of a business organization

From a business perspective, the companies engaged in conducting their activities through social networking sites realized that they had the advantage to keep in touch with their potential clients through social media marketing because of which social media marketing was born.

The concept of social media marketing is perceived as a modern contemporary style of marketing as it lays more emphasis on creating new horizons for the brands to promote their offerings (goods and services), advertise them, and then sell it at fixed price rates to the target consumer at different geographical locations at the same time via Social Networking Sites. Business organizations are now able to interact with their target consumers from any place at any time in order to spread the features of a product, the benefits it provides to facilitate the buying and selling of commodities as well as transmitting the funds virtually from the consumers to the suppliers. Advertising the products and services of recognized brands through social media platforms have been considered as one of the most prominent marketing strategies to this date as it provides various benefit to both the buyers and sellers in numerous ways. As eligible marketers, they get the right to advertise and sell products to the targeted consumers at a specific fixed price rate in a targeted geographical location. Whereas, the consumers get the right to enjoy the benefit of viewing the various number of similar goods and services with one single click at different online stores and order the products and/ or services that suit their choice, lifestyle, and economic background. A rational consumer will spend his/her money only on those commodities that are expected to meet their satisfaction level on its consumption immediately or over time.

### **History of Social media**

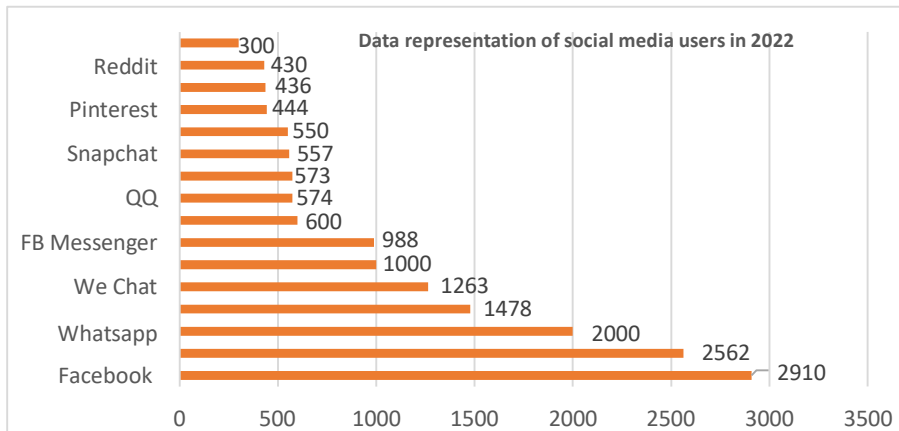
Social networking started its operations way before the internet was even introduced to the world. Ward Christensen and Randy Sues developed the computerized bulletin board system (CBBS), a system through which business organizations can disseminate information and make announcements about their essential meetings and reports to their employees a computerized program (1979). The primary reason behind creating CBBS was to ease the process of disseminating information to numerous recipients without the modes such as telephone calls, and/or memos. A large number of employees from certain companies began using CBBS as a communication tool for more than just sending or receiving announcements (Guna 2009).The first-ever Social Networking Site (SNS) developed and introduced to the world was Six degrees in the year 1997 which provided its users with the feature of creating profiles,

post content, and communicating and interacting with their friends and family through the internet network. Since six degrees was unable to sustain the required number of users for surviving the networking market, it eventually shut down as a failure. After a span of 5 years, in 2002 Friendster.com was introduced to the world as a new social networking platform attributed with some additional features of adding photos and videos, posting messages, creating blogs, post reviews of music, movies, books, and TV as well as creating an avatar which was earlier not provided by Friendster. Since then a number of various social platforms such as Facebook, Myspace, Twitter, YouTube, Instagram, LinkedIn, WhatsApp, and many more have been developed with the main aim to connect people virtually across the world.

**Current Scenario**

Facebook has been one of the most visited social media sites since its launch in the year 2004 having 2.85 billion active users worldwide, followed by YouTube with 2.2 billion, WhatsApp, Instagram, Facebook Messenger, and We Chat all having a billion users each.

**Fig 1.1.2 : Worldwide users of Social media platforms as per the Datareportal**



As per the report provided by Datareportal in January 2022, the growth of social media rapidly continues to increase at a high rate. Now a day’s approximately 58.4% of the population around the world uses social media.

1. Around 4.62 billion individuals across the world now uses social media on a daily basis.
2. Around 424 million of new users have joined social media within the last 12 months.
3. On an average, an individual spends around 2 hours and 27 minutes on social media platforms per day.

In the modern world, social media platforms are not only specifically used for chitchatting with their friends, families, and various communities at large. Now a day’s people have started using social media as a tool to promote business or create awareness about their brands.

### Statement of Problem

The problem statement for the dissertation identifies the growing patterns of youths' impulsive and ego buying from online shopping platforms. It correlates (affection of one variable depends upon another) with the growing concern over ethical media marketing as well as their ability to influence consumer perception in a practical manner. Some of the key problems arising in social media marketing are that there exists the threat of privacy breaches and personal security issues such as phishing and cyber-attacks on both the organizational and consumers' end. Such threats may result in leakage or mis-utilizations of entities' personal identities like their name, contact number, address, bank details, pictures, videos, achievements, and many more.

### Objectives of the study

The primary objectives of this dissertation are as follows:

1. Identifying and analyzing how social media marketing affects the buying behavior of youth.
2. Determining whether the impulsive buying behavior influences the purchase decision making of the youths in Gangtok.

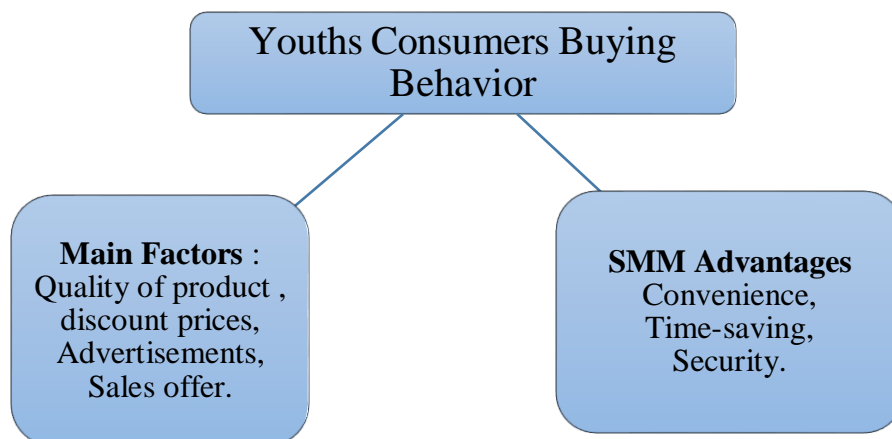
### Conceptual Framework

Under this study, an attempt is made to establish a relationship between social media marketing and its impact on the buying behavior of the youths' residing in Gangtok. This study also aims to highlight how and in what ways social media marketing can affect the purchase decision making patterns of the youths.

The key variables for this dissertation are as follows:

- a. Independent variable: Social Media Marketing.
- b. Dependent variable: youths' impulsive buying behavior and purchase decision-making pattern of youths.

**Fig 1.4: Conceptual Framework of Social Media Marketing**



According to a definition given by 'Marketo', marketers could use social media as an effective marketing platform with the motive to conduct their business activities effectively wherein they may advertise, promote and sell goods and services to customers virtually at different geographical locations. This theory implies that both the consumers and producers can enjoy the benefits of social media marketing by using the social media platforms via electronic devices such as cell phones, laptops, tablets, etc. The purpose of this study became more specific after conceptually dividing social media marketing into SMM advantages and its features.

## **Chapter 2**

### **Literature Review**

#### **Intr odu ctio n**

Creswell (2021), a literature review is a piece of academic writing demonstrating knowledge and understanding of the academic literature on a specific topic placed in context. This review of the literature specifies how the internet, social media networks, and marketing are interconnected as well as how these three elements work in correlation with one another over network. It also represents the ways through social media marketing impacts the buying behavior of youth consumers.

#### **Review of the literature**

Ebrahim (2019) through its journal illustrates the idea that the social media platform is an integrated strategy used by marketers in the modern world as it provides a new mechanism and communications tools through which companies can interact and engage with the actual and potential customers. The primary objective of this study is to explore the impact of social media marketing activities (SMM) on brand loyalty via brand trust and brand equity. During the study, an aggregate of 287 samples was obtained from users of social media via an online survey in Egypt. Thus, the results revealed that SMM activities included only three main dimensions under its portfolio namely: trendiness, customizations, and word-of-mouth. As such, these attributes of social media marketing directly influenced brand loyalty and indirectly influenced the brand equity of a business organization performing its daily economic activities virtually.

Maulana (2019) this article states, the use of the Internet in Indonesia is a potential for business people because it is genuine to assume that the increase in internet users will also encourage the growth of e-commerce in India. The primary purpose of this article is to identify the level of influence of continuous social media marketing and the prices offered at discounts through Instagram on the purchase decision of the consumers. The study used the descriptive research method and explanatory survey for collecting and interpreting the data from the respondents. Over 100 samples were collected from different respondents using the purposive sampling technique and the data used for finalizing the report is interval data. The findings of this article reveal that Viral marketing (a style of promotion that relies on an audience to generate the message of a product or service) and discount prices simultaneously affect the purchase decision of consumers in India.

Ridwanul (2019) states that significant growth of social media in the daily interaction between two or more individuals. Various brands operating in Bangladesh are continuously trying to engage teens through social media platforms as they are considered one of the essential personnel/s contributing

towards its sites. A sample of over 381 respondents was collected from College and University students across Dhaka city. The findings of the study suggest investment guidelines who are willing to promote their brands through social networking platforms.

Vithayathil (2020), attempt to establish the association between the usage of social media by individuals at home and their shopping preferences towards a specific brand or brands. The primary focus of this article is to study popular retail firms including brick-and-mortar firms such as Walmart, Target, Nordstrom, Amazon and Best Buy. A sample of 314 subjects was collected during the study, especially from the working students of a public university in the state of Washington. The findings of the study reveal that when the use of social media is extended to working environments there have been unexpected changes in certain associations between social media use at home and shopping preferences of the users.

Narcum (2021), states that the researchers examined the effects of covid on social media marketing in India. The exploratory study was used to survey Indian Consumers' social media behaviors. Over 313 samples were collected from Indian consumers in order to compare the social media behaviors for consumer decision-making that have changed since the pandemic started. The findings of the study reveal that there was increased usage of social media as a tool for consumer decision-making.

Alatawy (2021), states that globalization and rapid advancements in communication technologies have changed the way people interact with one another throughout the world because of which various business industries have turned to social media marketing (SMM) in order to increase consumer interactions, brand value, recognition, word of mouth, and sales. The primary objective of this study is how SMM influences customer purchase decisions in the Saudi Arabian Fashion sector. A sample of over 106 participants was collected through an online survey. The findings of the study reveal that there has been an increase in the usage of social media, and clients now prefer to shop more through online shopping stores.

Ibrahim (2021), investigates the robustness of the relationship between social media marketing activities (SMMA) and brand loyalty based on six contextual factors classified into three categories: methodological, economic, and social variables. A quantitative meta-analysis was conducted to test hypotheses and approximately 11 effect sizes from the article published between 2010- 2019. A sample size of over 3,535 was obtained through quantitative meta-analysis. The findings of the study indicate that there existed a positive correlation between SMMA and BL.

Rodrigues (2022), the study states that the general use and acceptance of the internet made social networks an indispensable means of communication between organizations and their target. Both individuals and companies create fan pages on social media platforms in order to interact with different

receivers and develop personal and business opportunities. This study reviewed marketing literature on social media, focusing on Facebook, customer satisfaction, and engagement. A sample of over 272 participants was collected from participants in Portugal. As a research model, SPSS statistics version 24.0 and structural equation model – AMOS 24.0 was used for data analysis. The findings of the study revealed that the majority of initiatives on social media marketing contributed in a positive way to supporters' satisfaction and engagement, especially on Facebook.

Baber's (2002), the study investigates the customers of major brands of smartphones in India. The primary objective of this study was to investigate the challenges faced by marketers in building stronger brands on social media. A sample of over 318 consumers was collected from individuals who visited tan pages of the selected brands of smartphones. The findings of the study reveal that brand equity partially mediates the effect of SMMEs on customer response. On the other hand, SMMEs did not succeed in converting brand trust into customer response.

AI\_Fassed (2022), attempts to determine the impact of social media marketing on building brand loyalty through customer engagement of customers in Jordan. The primary aim of this study was to discover whether or not the engagement of customers mediates the impact of social media marketing on brand loyalty in Jordan. The population of this study consists of college students in Jordan and over 214 samples were collected from respondents. The findings of the study revealed that social media marketing dimensions affect the brand loyalty of a company. As well as there seemed to be an impact of social media marketing on building brand loyalty through the engagement of customers in Jordan.

Jing Ge (2020), aims to study the visual strategies used by Tourism Marketing and their importance based on social media. As well the research examines the structure of social media-based visual strategies implemented by tourism marketers. Over 250 Weibo posts were collected and analyzed initiated by 5 Chinese provincial destination marketing organizations. The findings of the study represent the diversity of social media-afforded visual modalities, different types of visual content and marketing goals as well as rhetorical relations between visuals and their accompanying texts.

Yunus (2022), focuses on how banks often apply marketing communication strategies through social media. The study also investigated the effect of social media marketing efforts, brand awareness, and brand image on Millennial Customer Response. This study employed a qualitative method through the distribution of questionnaires among 400 respondents. The findings of the study revealed that Millennial Customer Responses were influenced by Social media marketing efforts, brand awareness, and brand image. To conclude with the social media marketing efforts, brand image and brand awareness of conventional banks in Indonesia highly affect the level of millennial customer responses.



AI-Emran (2022), highlights the relative scarcity of research on organizational-level factors that affect the use of social media applications by non-profit organizations. The primary aim of this study is to bridge the gap in research by analyzing the factors that determine social media use which leads to increasing the effectiveness of NPOs. Over 325 NPOs were collected through questionnaires among the public relations in Jordan and the data were analyzed using structural equation modeling (SEM). The findings of the study reveal that using social media has a significant positive effect on awareness and community engagement, while no significant impact is reported in relation to fundraising.

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findings of the study reveal that using social media has a significant positive effect on awareness and community engagement, while no significant impact is reported in relation to fundraising.

Jahid (2021), examines the role of social media marketing on the performance of micro, small and medium-sized enterprises (MSMEs) during the pandemic period of Covid-19. This study has utilized a quantitative approach and the Structural Equation Modeling (SEM) as an analytical tool based on Partial Least Square. A total number of 254 MSMEs was collected through online questionnaires. The findings of the study reveal that the use of social media marketing is influenced by compatibility, perceived usefulness, and perceived ease of use.

Kosikova (2020), aims to find out the impact of social media on consumer behavior during a pandemic and the influence of social media on the preference of specific e-shops during the first wave of the COVID-19 pandemic. The study used Spearman's rank correlation coefficient was used in order to determine a statistically significant relationship between the variables and the Mann-Whitney U test and the Kruskal-Wallis H test in order to determine the significance of the relationship between the respondents in terms of demographic characteristics such as residence, age, and gender. The findings of the study reveal that there existed a relatively weak relationship between social media users and the purchase in the e-shop promoted on social media.

Soris (2022), a study on the attitudes of youngsters towards social media marketing in Thoothukudi, states that the company's marketing operations have been highly impacted at a new level by recent advancements due to the advancement of internet-based social media technology. This study uses a descriptive research approach and a closed-ended questionnaire in order to obtain primary data from Thoothukudi social media users. The findings of this study reveal that the majority of the respondents between the age group of 19-30 find advertisements more fascinating which has increased the value of the products and services.

Sami (2020), represents that the platforms like Facebook, Twitter, and YouTube are pushing marketing companies' new direction using social media marketing. It states how social media influences the consumer's purchase decisions in Pakistan. The study used a quantitative method based on primary data where among 250 questionnaires were distributed to the consumers out of which only 190 were utilized for the data interpretation process. The results reveal that trust and social media influence significantly affect consumers' purchase intentions.

Hendrayati (2022), aims to analyze the relationship between social media marketing and brand image, social media marketing relationship and purchase intention, brand image relationship, and purchase intention. It also establishes the relationship between SMM and purchase intention through Brand Image. This study used the quantitative approach and PLS\_SEM SmartPLS software as a data processing tool.

Over 234 sample was collected through respondents of Millennial Smartphone Consumers in Banten Indonesia through online surveys. Based on the results of hypothesis testing the findings reveal that there was a positive and significant relationship between Brand Image and Purchase decisions of the consumers in Indonesia.

### **2.1. Research Gap**

A research gap is a problem that has not been identified and answered by any of the past studies conducted till date. For my dissertation, the following research gaps have been identified:

1. There exists a lack of study conducted on the influence of social media marketing on the youths in Gangtok.
2. The influence of Social media marketing on the youth's buying behavior has not been studied post covid.

## **Chapter 3**

### **Research Methodology**

#### **Introduction**

According to Kombo, there exist two types of research approaches quantitative and qualitative where in quantitative approach uses numeric data and the qualitative approach uses non-numeric data (2006). This dissertation has been conducted by using the principles of mixed methods which includes both the quantitative and qualitative approach.

#### **Research Design**

The research design for this dissertation include areas such as the location of the study, sampling and sample size, as well as primary data. The emphasis of a research design is always more on the research subject rather than why the research subject is studied (Babbie, 1990).

#### **Sampling Method and Sample Size**

The data for the dissertation have been obtained by using voluntary response sampling method specifically through primary sources. Out of 150 tentative population, the sample of over 61 respondents is collected from youth consumers residing in Gangtok, Sikkim. Primary data are the data, which are collected afresh and for the first time and thus, happen to be original in character (Kothari 2004).

#### **Tools and techniques**

The research tools used in this dissertation consists of a computer, its software (Google scholar, Research Gate, MS-word, MS-Excel), notebooks, PDFs, language, online dichotomous and check box questionnaires, bar charts graphs, Two Sample T-test.

## Chapter 4

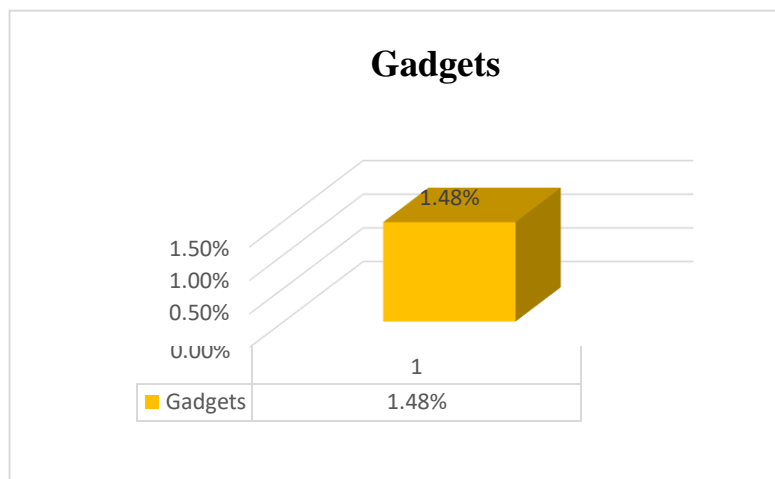
### Data Interpretations

#### Introduction

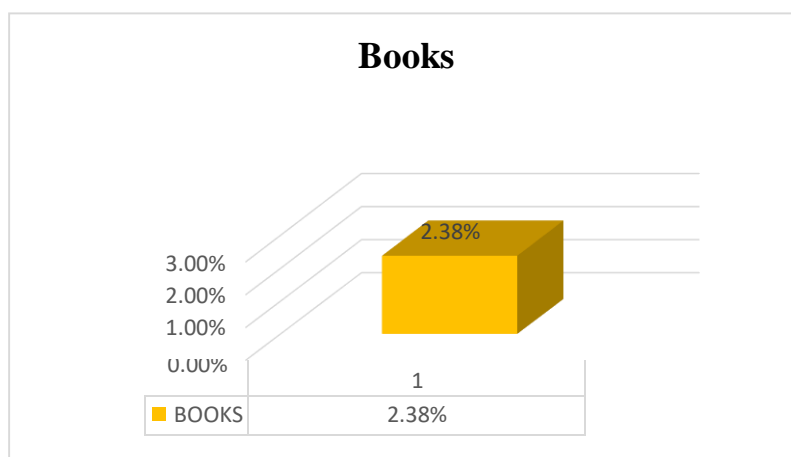
The dissertation attempts to interpret both the quantitative and qualitative data which is subjective in nature with the primary objective of framing a feasible decision about the study. Basically, the data for this dissertation was obtained through online dichotomous questionnaires created through google forms.

#### Data Visualization

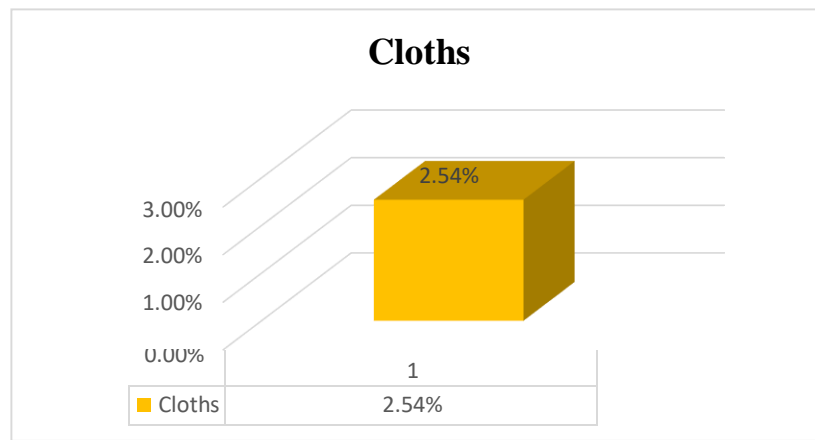
All of this graphs represents the frequency of commodities bought by youth respondents from online stores due to being influenced by the Social Media Marketing.



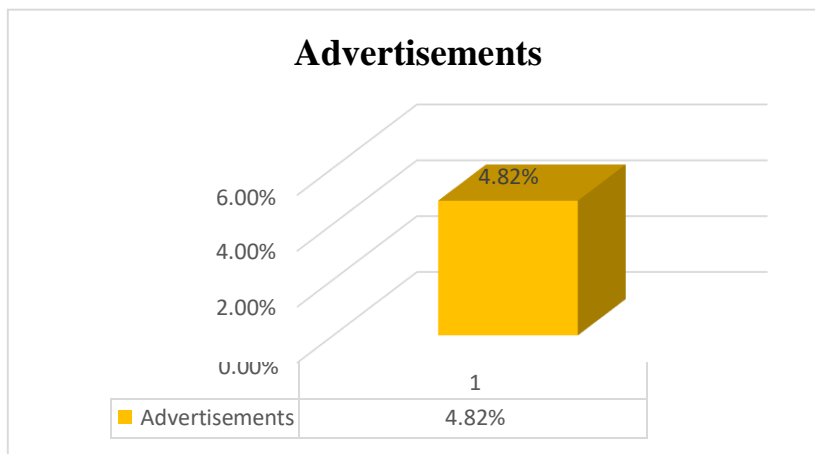
**Fig 4.2.1:** The above graph depicts that Social Media Marketing influences approximately 1.48% youth respondents to purchase Gadgets online in Gangtok.



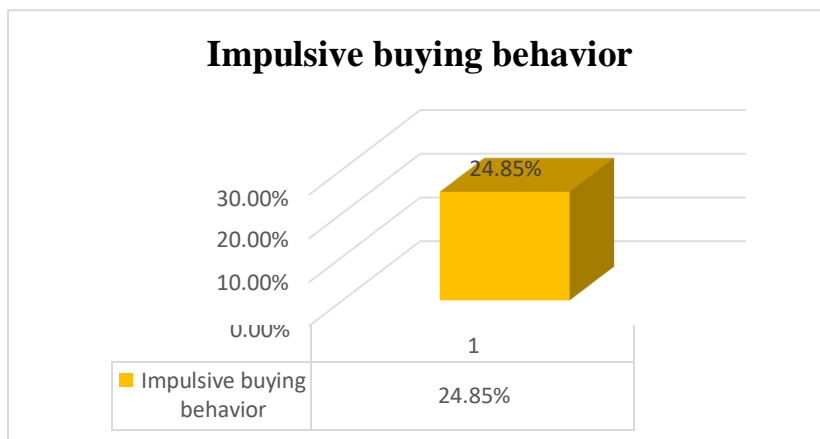
**Fig 4.2.2:** The above graph depicts that Social Media Marketing influences approximately 2.54% youth respondents to purchase cloths online in Gangtok.



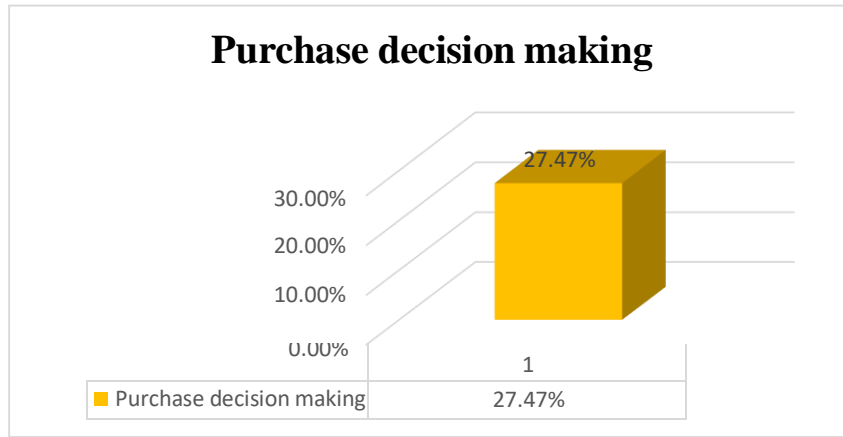
**Fig 4.2.3:** The above graph depicts that Social Media Marketing influences approximately 2.54% of youth respondents to purchase cloths online.



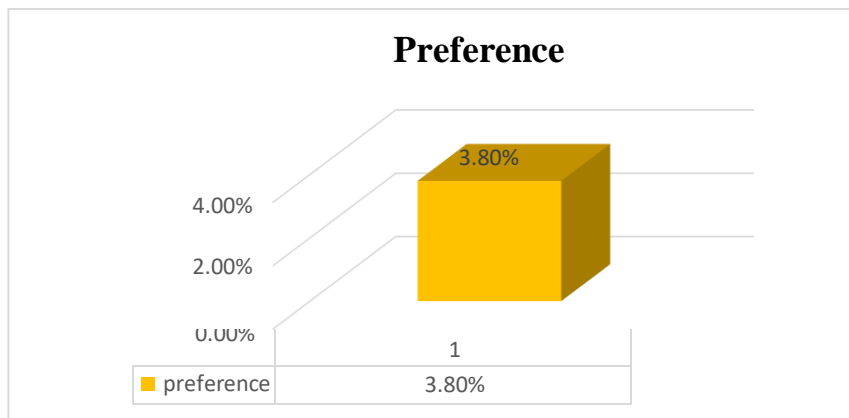
**Fig 4.4.4:** The above graph depicts that advertisements alters the purchase decision of the approximately 4.82% youth respondents in Gangtok.



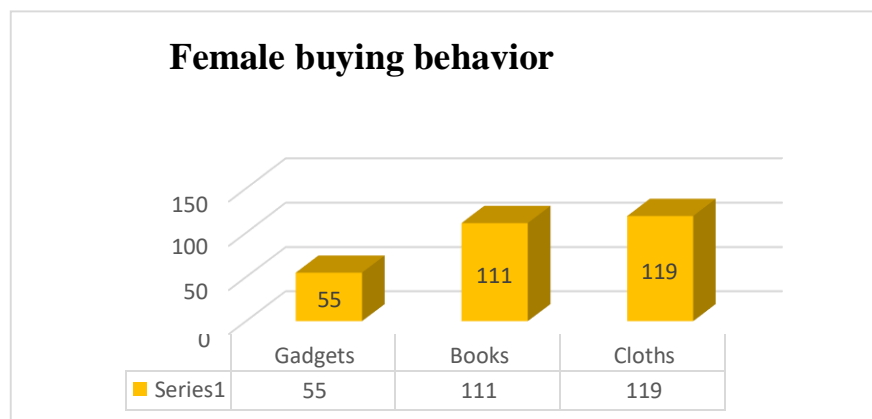
**Fig 4.4.5:** This above depicts that advertisements through social media marketing have influenced approximately 24.85% of youth respondents in Gangtok to be an impulsive buyer.



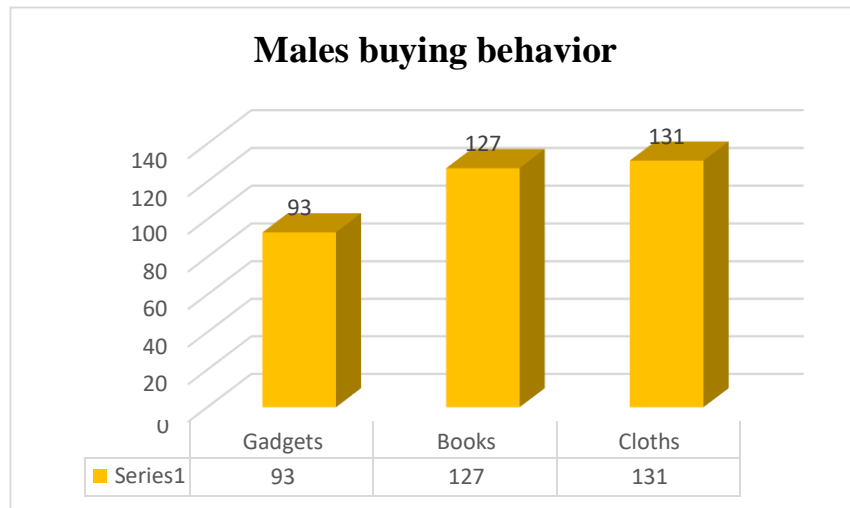
**Fig 4.4.6:** The above graph depicts that the pop-up advertisements have altered the purchase decisions of approximately 27.47% youth respondents in Gangtok.



**Fig 4.4.7:** The above graph depicts that approximately 3.80% of youth respondents prefer to buy commodities online in Gangtok by being influenced due to Social Media Marketing.



**Fig 4.4.8:** The above graph depicts that all the female respondents residing in Gangtok tend to buy less proportion of Books and Gadgets as compared to Cloths due to being influenced by Social Media Marketing in a year. On an aggregate, they purchase 55 number of Gadgets, 111 number of books and 119 number of cloths.



**Fig 4.4.9:** The above graph depicts that all the male respondents residing in Gangtok also tend to buy less proportion of Books and Gadgets as compared to cloths due to being influenced by Social Media Marketing in a year. On an aggregate, they purchase 93 number of Gadgets, 127 number of books and 131 number of cloths.

### Data Analysis

H<sub>0</sub>: Impulsive buying behavior has no influence on the purchase decision of youths in Gangtok.

H<sub>1</sub>: Impulsive buying behavior influences the purchase decisions of youths in Gangtok.

T-test Statistics

X<sub>1</sub>: 45.78

X<sub>2</sub>: 40.79

Standard deviation (S<sub>1</sub>): 18.09

Standard deviation (S<sub>2</sub>): 18.31

Pooled Standard deviation (S<sub>p</sub>): 0.49

Level of Significance = 0.05

**Sol<sup>n</sup> ÷**

**1<sup>st</sup> step:** Pooled standard deviation

$$\begin{aligned}
 S_p^2 &= \frac{(n_1 - 1)S_1^2 + (n_2 - 1)S_2^2}{(n_1 + n_2 - 2)} \\
 &= \frac{60 \cdot 18.09^2 + 60 \cdot 18.31^2}{122} \\
 &= \frac{30(S_1^2 + S_2^2)}{61}
 \end{aligned}$$



**2<sup>nd</sup> step:** Two sample t-test.

$$\begin{aligned}
 t_0 &= \frac{X_1 - X_2}{Sp \sqrt{\frac{1}{n_1} + \frac{1}{n_2}}} \\
 &= \frac{45.78 - 40.79}{\frac{30}{61} \left( \frac{s_1^2}{n_1} + \frac{s_2^2}{n_2} \right) X \sqrt{\frac{1}{61} + \frac{1}{61}}} \\
 &= \frac{4.99}{0.49 (s_1^2 + s_2^2) X \sqrt{\frac{2}{61}}} \\
 &= \frac{4.99}{0.49 \times 0.18 \times (s_1^2 + s_2^2)} \\
 &= \frac{4.99}{0.882 (s_1^2 + s_2^2)} \\
 &= \frac{56.57}{(18.09^2 + 18.31^2)} \\
 &= 0.085.
 \end{aligned}$$

Since the value of t-test is less than the alpha value, we accept null hypothesis. Numerically,  $0.085 < 0.05$ . Thus, we can conclude that the Impulsive buying behavior has no significant influence on the purchase decision making of the youths in Gangtok.

## **Chapter 5**

### **Findings and discussions**

#### **Findings**

The findings of this dissertation reveal that:

- ❖ Out of 61 respondents, 35 respondents are male and the rest 26 respondents are female.
- ❖ Out of the total 61 respondents most of the youths that are influenced by the social media marketing falls under the age group between 23-25 years.
- ❖ Male respondents tend to be more influenced to make an online purchase by being influenced due to social media marketing.
- ❖ Out of the total 35 male respondents ;
  - i. 18 male respondents are triggered by discount prices to make an online purchase.
  - ii. 9 male respondents are triggered by sales offer.
  - iii. 8 male respondents are triggered by Quality products.
- ❖ Out of 26 female respondents;
  - i. 12 female respondents are triggered by discount prices to make an online purchase.
  - ii. 8 female respondents are triggered by sales offers.
  - iii. 6 female respondents are triggered by quality of products.
- ❖ Male respondents agree that SMM have highly influenced them to be an impulsive buyer as compared to female respondents.
- ❖ Out of the total 61 respondents ;
  - i. As a result of being influenced due to social media marketing : 14 male respondents reveal that they buy commodities online on a monthly basis, 12 male respondents reveal that they buy commodities online twice a year, 9 male respondents reveal that they buy commodities only once in a year.
  - ii. As a result of being influenced due to social media marketing : 23 female respondents reveal that they buy commodities on a monthly basis,5 female respondents reveal that they buy commodities twice a year,5 female respondents reveal that they buy commodities once a year.
- ❖ Most of the male and female out of 61 respondents reveal that there was an increase in their purchase decision making patterns during pandemic.

- ❖ The findings of the dissertation reveal that Impulsive buying behavior has no influence on purchase decision making of the youths in Gangtok.

### **Suggestions**

Based on the findings of this dissertation some suggestions are put forward to social media marketers in order to enhance their level of service and offerings. An efficient SMM requires in depth knowledge of its organization and a road map of how it can be used to effectively achieve the goals of the organization. In order to effectively promote the goods and services of online stores in Gangtok, the marketer should provide:

- 1) Accurate information about the goods and services to consumers on social media.
- 2) The retailers should deliver the exact quality products as displayed by them on the social media.
- 3) The social media sites should ensure that the links provided through them valid as it should not be a spam.

### **Limitations of the study**

There are certain limitations of this dissertation as follows;

1. This study is primarily conducted in the region of Gangtok and the data was obtained specifically from the youth respondents residing within the target area, so it tends to exclude the participation of the youths from other districts of the state.

## **Chapter 6**

### **Conclusion**

In today's world, social media has been an integral part of everyday life. The use of social media by individuals and its implementation by various forms of organizations is increasing at a faster pace due to rapid development and advancement in technology. . The youths across the world use social media platform to satisfy their emotional and psychological desires. This study considers Social Media Marketing as an independent variable and youth's buying behavior as the dependent variable. Basically, this study addresses the level of impact caused by social media marketing on the buying behavior of youths in Gangtok. Unlike traditional advertising channels, social media platforms provides various new opportunities as well as challenges for both marketers and consumers. it also implies that the purchase decision-making of youths can be predicted with social media marketing.

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## Appendix

“This study is an attempt to investigate the impact of social media marketing on the buying behavior of youths consumers in Gangtok.

### 1. Questionnaires

- 1) Age\_\_\_\_\_.
- 2) Gender:
  - a. Male.
  - b. Female.
  - c. Others.
- 3) Level of education :
  - a. B.com
  - b. M.com
  - c. BCA
  - d. B.Sc.
  - e. Others.
- 4) Did you know social media marketing is a communicational technology used by brands to promote their goods and services on social media?
  - a. Yes.
  - b. No.
  - c. Maybe.
- 5) If yes, then what do you like the most about social media marketing?
  - a. Price rates.
  - b. Pop-up Advertisements.
  - c. Quality of the parcels.
  - d. Varieties of options.
- 6) Which social media channels influence you the most to make an online- purchase via pop-up advertisements?
  - a. Facebook.
  - b. Instagram.
  - c. YouTube.
  - d. LinkedIn.

- 7) Have you ever recommended a friend to use social media as a means to stay updated on the commodities they like the most?
- Yes.
  - No.
  - Maybe.
- 8) Which factor of Social Media Marketing may have influenced you the most to make an online purchase?
- Advertisement pop-ups.
  - Discount prices.
  - Sales offers.
  - Varieties of options.
- 9) What are the benefits you have obtained by purchasing goods and/or services online by using social media sites as a reference to brands?
- Easy access to online stores.
  - Varieties of options.
  - Low price rates.
  - High-quality goods/services.
- 10) Does the brand value affect your purchase decision-making irrespective of the level of advertisement placed on Social media?
- Yes.
  - No.
  - Maybe.
- 11) How often do you make an online purchase through pop-up advertisements displayed on social media sites and by online clothing stores such as Myntra/Amazon/Nyykka/ Ajo?
- Daily.
  - Weekly.
  - Monthly.
  - Others.
- 12) Do you think social media marketing has influenced you to be an impulsive buyer (unplanned purchase)?
- Yes.
  - No.
  - Maybe.



- 13) What are the most bought items from any online stores as the influence of pop-up advertisements displayed on social media platforms such as YouTube, Facebook, and Instagram?
- Books.
  - Clothes.
  - Accessories.
  - Gadgets.
- 14) How often do you order foods online from Mitho/Chito/food mart?
- Daily.
  - Weekly.
  - Monthly.
  - Rarely.
- 15) How frequently do you purchase clothes from online shopping stores irrespective of advertisements or offers given by any brand?
- Once.
  - Twice.
  - Multiple times.
  - Others.
- 16) Which digital payment app do you prefer to use more while making an online payment for acquiring commodities virtually?
- Google-Pay.
  - PhonePe.
  - PayTm.
  - Others.
- 17) Do you prefer to make online payments via debit/ credit card?
- Yes.
  - No.
  - Maybe.
- 18) Was there any significant change in your buying behavior during the pandemic?
- Yes.
  - No.
  - Maybe.

- 19) If yes, then how did your purchase decision-making patterns change?
- Increased.
  - Decreased.
  - Neutral.
- 20) Does the advertisement in paid partnership with celebrities affect your purchase decisions?
- Yes.
  - No.
  - Neutral.
  - None.
- 21) Do you know that brands like Flip kart and Amazon offer employment opportunities to youths as a means to earn while working from home?
- Yes.
  - No.
  - Maybe.
- 22) If yes, then have you ever applied for an interview to get enrolled in any one of the top performing online shopping stores as its employee?
- Yes.
  - No.
  - Maybe.
- 23) Did you know that Meesho an Indian retail online store provides employment to interested individuals for promoting its goods on social media platforms?
- Yes.
  - No.
  - Maybe.
- 24) Up to what extent has impulsive buying behavior misbalanced the management of your funds?
- Less than 25 %.
  - 25-50 %.
  - 50-75 %.
  - Above 75%.
- 25) If yes, then up to what extent SMM has influenced you to be an impulsive buyer?
- Less than 25%.
  - 25-50%.
  - 50-75%.

d. More than 75%.

26) How many times in a year have you decided to purchase books from online shopping stores irrespective of advertisements or offers given by any brand?

a. 2.

b. 4.

c. 6.

d. 8.

e. 10.

27) Up to what extent has social media marketing affected your purchase decision-making patterns?

a. Less than 25 %.

b. 25-50 %.

c. 50-75%.

d. 75%-100 %

28) How many times in a year have you decided to purchase gadgets from online shopping stores irrespective of advertisements or offers given by any brand?

a. 2.

b. 4.

c. 6.

d. 8

e. 10.

## 2. Geographical location of the study



This dissertation is conducted specifically on certain areas within Gangtok, as it is one of the most populated district in Sikkim where in most of the necessary offices, schools, and universities are situated. Hence, there is a higher possibility of obtaining all the required relevant data from these locations. The area of the study include Daragoan, Tadong, Ranipool, and 5th Mile.