



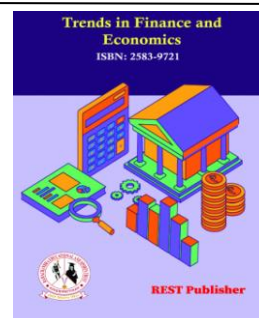
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The Influence of Social Media on Teen Consumer Behavior: Analyzing the Effects of Engagement through Likes, Shares, and Purchases

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Abstract: *This study explores the impact of social media on teenagers' purchasing behavior and self-esteem. It reveals that celebrity endorsements and targeted ads significantly influence teens to make impulsive purchases on platforms like Instagram and Facebook. Additionally, excessive social media use is linked to lower body satisfaction and self-esteem. The research highlights how social media interactions, such as likes and shares, blur the line between social engagement and consumerism. It also raises ethical concerns about targeting minors with marketing strategies, emphasizing the need to promote responsible online behavior and awareness of social media's potential harm to teens.*

1. INTRODUCTION

The rise of social media has transformed teenage consumerism, blurring commercial and social interactions on platforms like Instagram, TikTok, and YouTube. These platforms significantly influence teens' purchasing decisions, identity construction, and social validation. During this impressionable phase, marketers exploit teens' susceptibility, leveraging peer influence, social validation, and influencer marketing to shape consumer behavior. This research explores the interplay between social media and teenage consumerism, examining psychological, sociological, and marketing dynamics that drive teen consumption. The study reveals that social media engagement indicators impact purchasing decisions, with teens serving as both consumers and brand champions. However, ethical concerns surround targeting minors through social media marketing, exploiting psychological vulnerabilities. The research addresses broader societal implications, analyzing how current trends may shape future purchasing habits and the economic landscape, shedding light on how social media shapes teen consumer identities and perceptions.

2. REVIEW OF LITERATURE

2.1 (LioudmilaDmitrievnaErokhina, (2022): The influence of online social media on consumer preferences of young people aged 22-25 years.) The research investigates the influence of social media and advertising on consumer preferences of young people aged 22-25. Through the analysis of scientific literature, content analysis, research on the use of social media, and sociological research, the study aims to understand the factors influencing consumer decision-making in this population. The findings show that social media plays an important role in influencing the behavior of young people in terms of consumption.

2.2 (Terhi-Anna, Wilska. Matilda, Holkkola. Jesse, Tuominen. (2023): The Role of social media in the Creation of Young People's Consumer Identities) this research explores the profound influence of social media on the formation and expression of consumer identities among young people aged 15 to 19. By studying the influence of commercial content, social media influencers, and peer pressure on consumer behavior, the study provides valuable insights into how young people construct and express their identity through consumption styles

2.3 (Faculty of Economics and Management at Sfax Tunisia, University of Sfax, FSEG, 3018 Sfax, Tunisia KarimaLajnef (2023): Teenagers exposed to the constant pressure to conform to idealized influencer lifestyles can

experience distorted self-esteem, impulsive spending, and digital distraction. These issues can have a major impact on young people's mental health, academic performance, and overall well-being. Understanding these complex relationships is crucial to educators, parents, and policymakers trying to navigate the changing landscape of social media and their impact on young people. By gaining insight into factors affecting the interactions of teenagers with influencers of social media, we can develop effective strategies to support their healthy development and protect them from potential.

2.5 (Rajan Goyal, Dr. Deepika Singla, Dr. Gaurav Gupta, Dr. Mankaj Mehta -European Economic Letters (2023):

This research explores how social media influences teenagers' buying habits in India. Marketers are increasingly using social media to target teenagers, who are a large and growing demographic. The study found two distinct groups of teenagers:

- **Group 1:** These teenagers have a positive view of social media's influence. They actively seek product information, are swayed by social media ads, and trust online reviews. They find social media a convenient way to research and compare products.
- **Group 2:** These teenagers are more skeptical of social media's influence. They don't believe social media leads to impulsive purchases or that reviews heavily influence their decisions. They might not see social media as a primary tool for product research.

3. RESEARCH OBJECTIVES

To examine the impact of social media on teenage consumer behavior, self-esteem, and body image, with a focus on:

1. Examining the influence of social media advertising and influencer marketing on teen shopping decisions.
2. Analyzing the association between social media usage and self-esteem, physical satisfaction, and consumer attitudes among youth.
3. Identifying the elements that contribute to impulsive buying behavior among youths on social media.

Specifically, this study intends to answer the following questions:

- How does social media advertising and influencer marketing effect teen consumer behavior? - Does social media usage correspond with poorer self-esteem and physical satisfaction among teens?

- What variables lead to impulsive buying behavior among youths on social media?

By fulfilling this research purpose, the study intends to provide insights into the impact of social media on teen consumerism and inform strategies for fostering responsible social media use and consumer behavior among teenagers.

4. RESEARCH METHODOLOGY

Source of the data:

Primary Data: The Primary data was collected through structured questionnaire.

Secondary Data: The secondary data is gathered from the information got from journals, books and websites required.

5. IMPACT OF SOCIAL MEDIA ON TEEN CONSUMERISM

Social media's impact on teen consumerism extends beyond influencing purchases, shaping their self-image, social status, and behavior. Teens buy products to project a certain image or status online, and likes and shares become a measure of social status. Social media also creates a sense of FOMO, leading to impulse buys, and fosters brand loyalty when businesses engage with them online. Moreover, teens trust influencer's more than traditional advertising, with 70% more likely to buy from trusted influencers. Understanding these dynamics can help businesses develop effective social media strategies, but it's crucial to be aware of potential negative impacts, such as promoting materialism and decreasing self-esteem, and strive for responsible marketing practices.

Social Media Platforms:

- Integra and TikTok are the most influential platforms for teen consumerism, with 70% of teens aged 13-17 using Integra and 50% using TikTok.
- Face book is also widely used, but its influence is declining among teens.
- Influencer Marketing:
 - 70% of teens trust influencer recommendations more than traditional advertising.
 - Micro-influencers (10,000-100,000 followers) are more influential than macro-influencers (1M+ followers).

Purchase Decisions:

- 60% of teens say social media influences their purchase decisions.
- 45% of teens have bought something after seeing it on social media.

Brand Engagement:

- 60% of teens expect brands to respond to their social media comments and messages.
- 50% of teens are more likely to buy from brands that engage with them on social media.

Negative Impacts:

- Social media can promote materialism, decreased self-esteem, and FOMO among teens.
- Teens may feel pressure to keep up with online trends and purchases.

Responsible Marketing Practices:

- Businesses should prioritize transparency, authenticity, and inclusivity in their social media marketing.
- Avoid exploiting teens' insecurities or promoting excessive consumption

6. DATA ANALYSIS AND INTERPRETATION

This research used primary data. We collected primary data by circulating a questionnaire among people. This section analyses survey data from people aged 13 to 21. It aims to find trends in their buying habits due to social media. The analysis aims to provide insights into how social media impacts purchasing decisions.

Data summary:

Sample size: The survey collected responses from 37 participants.

Demographics: The majority of respondents were aged between 19-21 years (59.5%), with 32.4% in the 15-19 age group, and 8.1% aged 13-15. Gender distribution showed that 62.2% of respondents were female and 37.8% were male. This demographic overview forms the basis for analyzing the impact of social media on purchasing decisions among these teenage students.

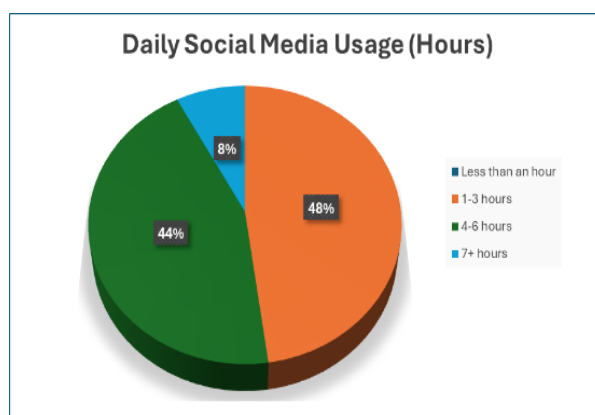
6.1 Figure shows that the Daily social media usage

FIGURE. 1

Tools used: Primary data

Interpretation:

The attached pie chart illustrates the daily social media usage habits of a group of teenagers.

Findings:

A significant portion (48%) of respondents reported moderate usage, spending between 1 and 3 hours on social media platforms daily. However, a substantial number (44%) indicated spending 4-6 hours, highlighting the considerable time investment in social media for many teenagers. A smaller percentage of 8% reported limited or excessive usage, respectively.

Percentage Analysis:

- **Moderate Usage:** 48%
- **Significant Usage:** 44%
- **Excessive Usage:** 8%

Most Used Social Media Platforms:

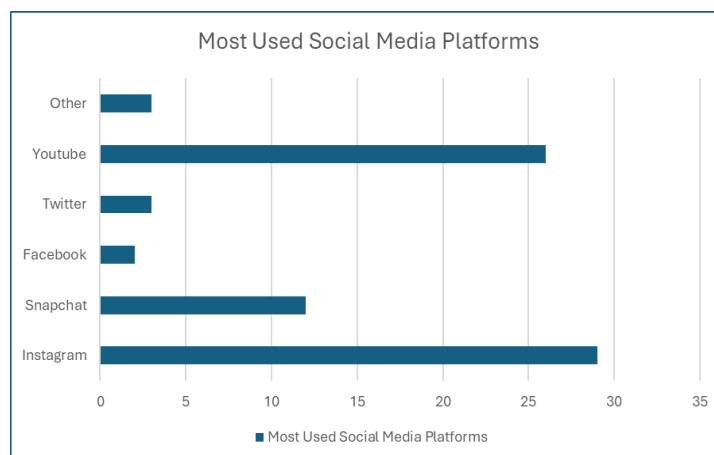


FIGURE. 2

Tools used: Primary data

Interpretation:

The attached bar chart illustrates the relative popularity of various social media platforms among a group of respondents.

Findings:

The bar chart reveals a clear preference for Integra among the respondents, highlighting its dominant position in the social media landscape. YouTube and Snap chat also garnered significant attention, indicating their appeal to distinct user segments. While traditional platforms like Face book and Twitter maintain a presence, their usage appears to be declining in comparison to newer, more dynamic options. These findings suggest that the social media landscape is evolving rapidly, with newer platforms catering to specific user needs and preferences.

Percentage Analysis:

- **Integra:** 78.4% of the respondents majorly use Integra.
- **YouTube:** 70.3% of the respondents use YouTube
- **Snap chat:** 32.4% of the respondents use Snap chat.
- **Twitter:** 8.1% of respondents use Twitter.
- **Other:** these platforms account for the 8.1%.
- **Face book:** 5.4% of the respondents use Face book.

Implications:

- **Integra's Pre-eminence:** Integra's dominance demonstrates its great appeal to the target group, likely due to its visual focus and user-friendly interface.
- **Video Content's Popularity:** YouTube's increasing usage demonstrates the growing desire for video content and platforms that promote its consumption.
- **Snap chat's niche attraction:** Snap chat's popularity implies its attraction to a specific section of consumers, probably those seeking ephemeral material and interactive features.
- **Shifting Landscape:** The relatively low use of classic platforms like Face book and Twitter implies a potential shift in preferences towards newer, more dynamic platforms.

Frequency of Interaction with Social Media Ads:

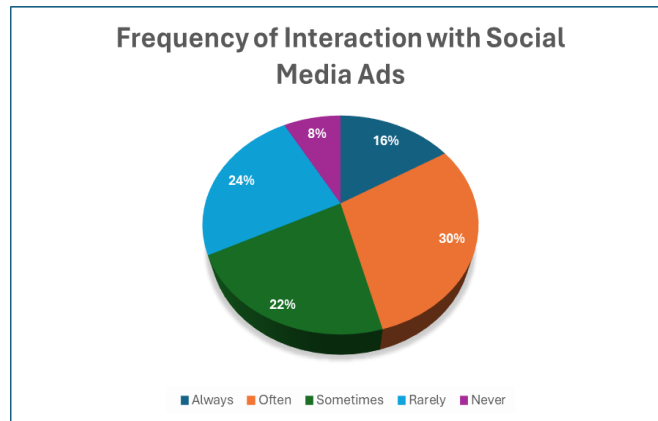


FIGURE. 3

Tools used: Primary data

Interpretation:

The attached pie chart illustrates the frequency of interaction with social media ads among a group of respondents.

Findings:

16.2% of individuals report that they always interact with social media ads. Additionally, 29.7% of respondents often engage with these advertisements, reflecting a strong and regular interaction with ad content. A moderate 21.6% of participants sometimes interact with ads, indicating occasional engagement. In contrast, 24.3% of respondents rarely engage with social media ads, and a small minority of 8.1% reported that they never interact with these advertisements.

This analysis underscores that while a majority of users engage with social media ads at least occasionally, there is a notable portion of the audience that seldom or never interacts with ad content.

Percentage Analysis:

- **Always:** 16.2%
- **Often:** 29.7%
- **Sometimes:** 21.6%
- **Rarely:** 24.3%
- **Never:** 8.1%

Purchases Made Based on Social Media Popularity:

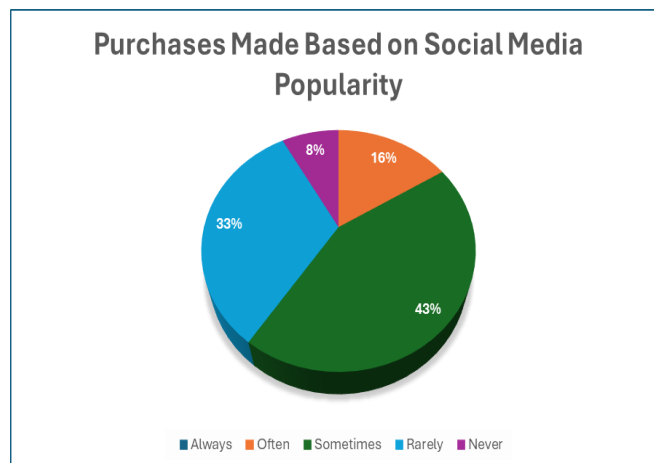


FIGURE. 4

Tools used: Primary data

Interpretation:

The pie chart illustrates the frequency with which individuals make purchases based solely on the popularity of products on social media.

Findings:

Survey data shows social media influences purchasing decisions, but isn't primary factor; 43.2% sometimes, 32.4% rarely, and 16.2% often make purchases based on social media popularity, varying its impact.

Percentage Analysis

Never: 8.1% of respondents indicated that they never make purchases based on social media popularity.

- **Rarely:** 32.4% of respondents indicated that they rarely or never make purchases based on social media popularity.
- **Sometimes:** 43.2% of respondents admitted to sometimes being influenced by social media trends in their purchasing decisions.
- **Often:** 16.2% of respondents reported often making purchases based on social media popularity, suggesting a more significant influence.
- **Always:** 8% of respondents stated that they always make purchases based on social media popularity, highlighting a highly influential role.

Analysis:

Social media has variable influence on shopping decisions; while impactful for some, it's not overpowering for most, serving as one factor among many shaping consumer behavior, not the dominant force.

Types of Social Media Posts That Mostly Influence Purchases:

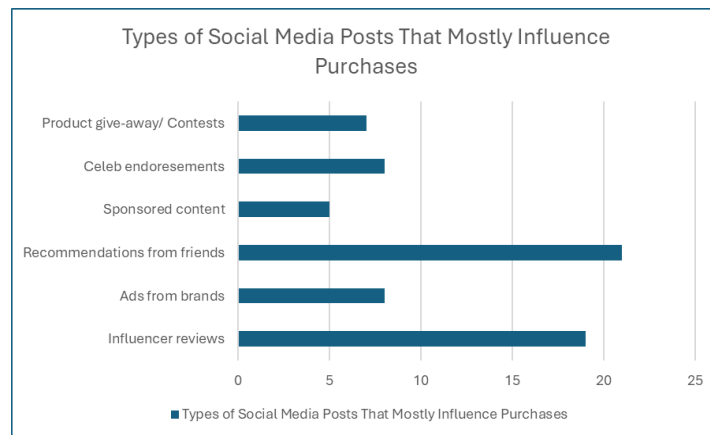


FIGURE. 5

Tools used: Primary data

Interpretation:

The bar chart illustrates the relative influence of various types of social media posts on consumer purchasing decisions.

Findings:

Survey data shows social media's impact on shopping decisions varies by content type. Personal recommendations from friends (56.8%) and influencer reviews (51.4%) hold most sway, while ads and celeb endorsements have moderate influence..

Percentage Analysis:

- **Recommendations from friends:** 56.8%
- **Influencer reviews:** 51.4%

- **Celeb endorsements:** 21.6%
- **Ads from brands:** Around 21.6%
- **Product giveaways/contests:** 18.9%
- **Sponsored content:** 13.5%

Analysis:

Social media's influence on purchasing decisions varies; personal recommendations and influencer reviews hold most sway, while sponsored content has least impact, highlighting consumers' preference for authenticity over overt advertising.

Purchased a Product Based Solely on Social Media Popularity (Likes, Shares, and Comments):

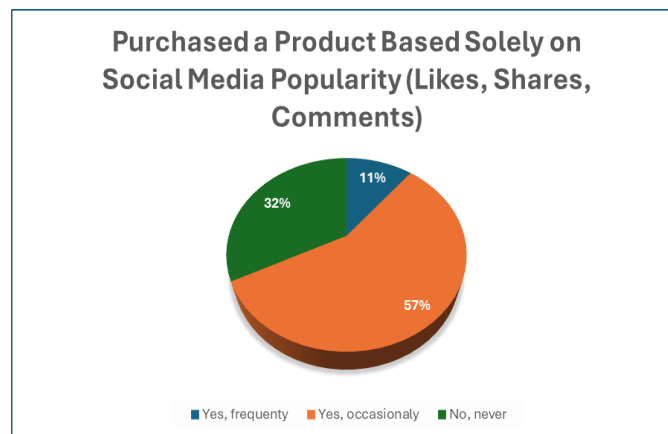


FIGURE. 6

Tools used: Primary data

Interpretation:

The pie chart illustrates the frequency with which individuals make purchases solely based on the popularity of products on social media, as measured by likes, shares, and comments. This analysis aims to investigate the extent to which social media popularity influences consumer behavior and purchasing decisions.

Findings:

Social media popularity influences purchases for 56.8% of respondents occasionally, 10.8% frequently, and 32.4% never. This shows social media's variable impact, significant for some, but not dominant for most.

Percentage Analysis:

- **Never:** 32.4% of respondents indicated that they have never purchased a product solely based on its popularity on social media.
- **Occasionally:** 56.8% of respondents admitted to occasionally making such purchases, suggesting that social media popularity can be a factor in certain situations.
- **Frequently:** 10.8% of respondents reported frequently making purchases based on social media popularity, highlighting a more pronounced influence for this segment.

Analysis:

Social media's influence on purchasing decisions is variable and situational, with some driven by trends, while others exhibit a nuanced relationship, acknowledging its importance but not dominating their shopping choices.

Influence of Social Media Influencers on Your Purchasing Decisions:

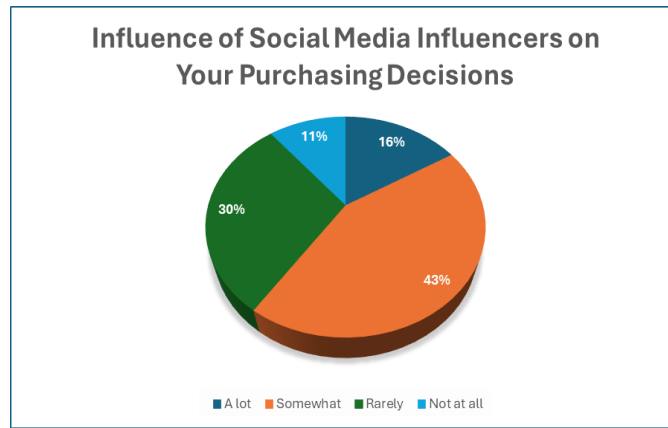


FIGURE. 7

Tools used: Primary data

Interpretation:

The pie chart illustrates the perceived influence of social media influencers on consumer purchasing decisions.

Findings:

Social media influencers moderately influence purchasing decisions, with 43.2% somewhat influenced, 29.7% rarely, 16.2% significantly, and 10.8% not at all, indicating varied impact across consumers.

Percentage Analysis:

- **Not at all:** 10.8% of respondents indicated that social media influencers do not influence their purchasing decisions.
- **Rarely:** 29.7% of respondents reported that influencers rarely influence their purchases.
- **Somewhat:** 43.2% of respondents stated that influencers somewhat influence their purchasing decisions.
- **A lot:** 16.2% of respondents indicated that influencers have a significant influence on their purchases.

Factors That Attract You to Click on a Social Media Ad:



FIGURE .8

Tools used: Primary data

Interpretation:

The bar chart illustrates the factors that attract individuals to click on social media advertisements.

Findings:

Visuals (48.6%) and product appeal (37.8%) drive clicks on social media ads, followed by brand trust (32.4%) and discounts (37.8%), highlighting the importance of engaging content and relevance.

Percentage Analysis:

- **Visuals (images or videos):** Approximately 48.6% of respondents are most likely to click on ads due to visually appealing content.
- **The product itself:** Approximately 29.7% of respondents are attracted to ads based on the product being advertised.
- **Trust in the brand:** Approximately 32.4% of respondents are more likely to click on ads from trusted brands.
- **Discount codes or offers:** Approximately 37.8% of respondents are influenced by promotional deals and discounts.
- **Don't click on ads:** Approximately 21.6% of respondents do not click on any social media ads.

Has Social Media Increased Your Overall Product Consumption?

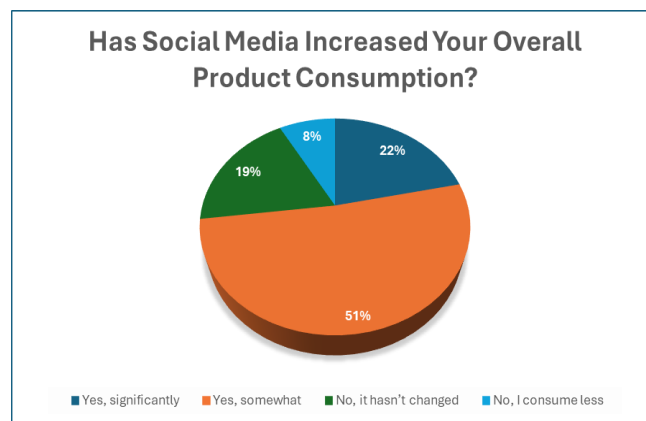


FIGURE. 9

Tools used: Primary data

Interpretation:

The pie chart illustrates the perceived impact of social media on overall product consumption.

Findings:

Social media's impact on product consumption varies: 51.4% report some change, 21.6% significant increase, 18.9% no change, and 8.1% decreased consumption, indicating diverse influence across consumers.

Percentage Analysis:

- **No, it hasn't changed:** 18.9% of respondents indicated that social media has not influenced their overall product consumption.
- **Yes, somewhat:** 51.4% of respondents reported that social media has somewhat increased their product consumption.
- **Yes, significantly:** 21.6% of respondents stated that social media has significantly increased their product consumption.
- **No, I consume less:** 8.1% of respondents indicated that social media has led to decreased product consumption.

How Has Social Media Affected Your Spending Habits?

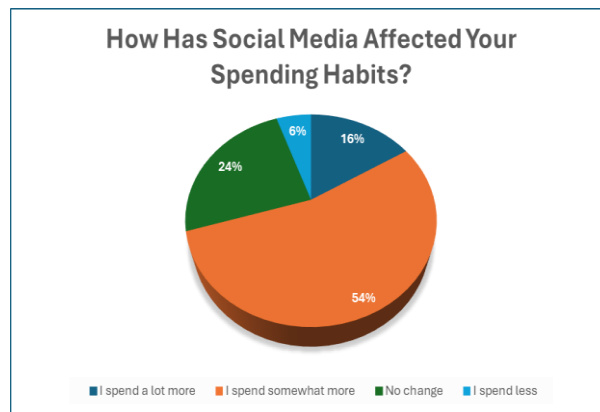


FIGURE. 10

Tools used: Primary data

Interpretation:

The pie chart illustrates the perceived impact of social media on consumer spending habits.

Findings:

Social media's impact on spending habits varies: 54.1% report some increase, 24.3% no change, 16.2% significant increase, and 5.4% decreased spending, indicating diverse influence on consumer behavior.

Percentage Analysis:

- **No change:** 24.3% of respondents indicated that social media has not influenced their spending habits.
- **Spend somewhat more:** 54.1% of respondents reported that social media has somewhat increased their spending.
- **Spend a lot more:** 16.2% of respondents stated that social media has significantly increased their spending.
- **Spend less:** 5.4% of respondents indicated that social media has led to decreased spending.

Frequency of Impulse Purchases after Seeing a Product on Social Media:

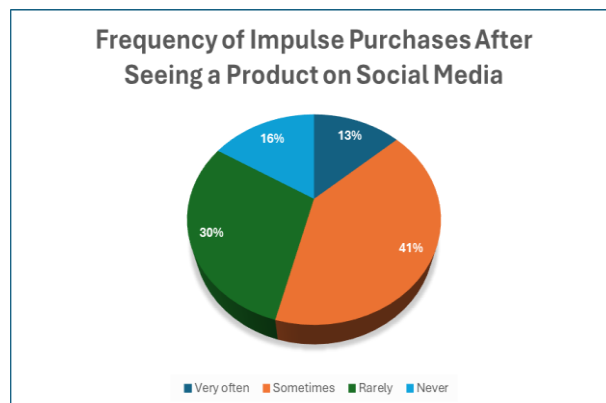


FIGURE. 11

Tools used: Primary data

Interpretation:

The pie chart illustrates the frequency with which individuals make impulse purchases after seeing a product on social media.

Findings:

Social media sparks impulse buys for some, with 40.5% buying sometimes, 29.7% rarely, 13.5% often, and 16.2% never, indicating varied influence on consumer behavior and purchasing decisions.

Percentage Analysis:

- **Very often:** 13.5% of respondents indicated they often make impulsive purchases after seeing a product on social media.
- **Sometimes:** 40.5% of respondents admitted to sometimes making impulse purchases after seeing products on social media.
- **Rarely:** 29.7% of respondents reported rarely making impulse purchases after seeing products on social media.
- **Never:** 16.2% of respondents stated that they never make impulse purchases after seeing products on social media.

7. CONCLUSION

In summary, the study reveals that social media has a significant influence on teenagers' buying habits. Social media platforms, particularly Instagram and TikTok, have become essential channels for businesses to reach teen consumers. Influencer markets, brand engagement, and online advertising significantly impact teens' purchase decisions, with many trusting influencer recommendations over traditional advertising. However, this influence also raises concerns about promoting materialism, decreased self-esteem, and FOMO among teens. Businesses must prioritize responsible marketing practices, such as transparency, authenticity, and inclusivity, to avoid exploiting teens' insecurities or promoting excessive consumption. By understanding the dynamics of social media's impact on teen consumerism, businesses can develop effective strategies to connect with this demographic while promoting positive values. Ultimately, the study highlights the importance of considering the potential consequences of social media marketing on vulnerable audiences like teenagers and the need for ethical marketing practices that support their well-being.

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