



Impact Of Instagram And YouTube Marketing On Purchase Intension Of Youngsters With Reference To Coimbatore City

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Abstract: This study investigates the influence of influencer marketing, trust and trustworthiness, electronic word-of-mouth (e-WOM), and viral content on young people's purchase intentions through Instagram and YouTube marketing. It seeks to comprehend how social media platforms influence young users' consumer awareness, perception, and decision-making behaviour.

The results show that YouTube and Instagram are the most popular sites for finding products and have a big impact on purchase intent. The most significant predictors of purchasing behaviour were found to be peer-driven factors, including customer evaluations, word-of-mouth, and influencer recommendations. Transparent and relatable content positively impacted purchasing decisions, but false information and unfavourable reviews discouraged consumption. Trust and authenticity were found to be important motivators. Additionally, it was discovered that visually appealing forms like reels, shorts, and promotional videos increased user interest and attention. Overall, the study shows that social media marketing has a significant impact on young people's desire to buy, with peer validation, engagement, and credibility being more important than traditional advertising strategies.

Keywords: Instagram, YouTube, Purchase Behaviour, Influencer Marketing, Trustworthiness, e-WOM, Viral content.

I. INTRODUCTION

The rapid advancement of digital technology has transformed the marketing landscape, shifting focus from traditional media to social media platforms. Among these, Instagram and YouTube have emerged as powerful marketing tools, particularly among youngsters who actively engage with visual and video-based content. These platforms not only provide entertainment but also serve as major sources for product discovery, brand interaction, and purchase decision-making.

Social media marketing enables brands to connect directly with consumers through interactive and personalized content such as reels, shorts, advertisements, and influencer collaborations. Influencer marketing has gained prominence as youngsters often perceive influencers as more relatable and trustworthy than traditional celebrities. In addition, factors such as trust, transparency, and electronic word-of-mouth (e-WOM), including reviews and peer opinions, significantly shape consumer perceptions and buying behaviour.

Furthermore, viral content and short-form videos play a crucial role in capturing attention and influencing purchase intention. Given the increasing reliance of youngsters on Instagram and YouTube, it is essential to understand how these platforms impact their purchase decisions. This study aims to analyse the influence of social media marketing on the purchase intention of youngsters, with particular emphasis on key factors such as influencers, trust, e-WOM, and content engagement.

II. STATEMENT OF PROBLEM

Consumer purchasing behaviour has changed dramatically as a result of the growing usage of YouTube and Instagram as marketing channels, especially among young people. Even while companies spend a lot of money on influencer marketing, social media campaigns, and video-based advertising, it's still unclear how well these tactics affect consumers' intentions to make purchases. The abundance of content that young consumers are exposed to frequently results in knowledge overload, misunderstanding, and differing degrees of trust. Additionally, not all marketing initiatives result in actual purchases because various people are influenced by things like viral trends, electronic word-of-mouth, influencer credibility, and reliability. Additionally, it is unclear how much exposure to YouTube and Instagram marketing influences young people's intentions to make purchases.

Therefore, this study's main goal is to determine whether and to what degree Instagram and YouTube marketing affects young people's purchase intentions and to pinpoint the critical elements that greatly influence their purchasing behaviour.

III. OBJECTIVES

1. To examine the influence of Instagram and YouTube marketing on the purchase decisions of youngsters.
2. To analyse the impact of social media influencers on the purchase intention of youngsters.
3. To identify the key marketing factors (influencers, trust, e-WOM, and viral content) that significantly influence purchase intention.

IV. SCOPE OF STUDY

The current study's scope is limited to examining how Instagram and YouTube marketing affect young people's purchasing intentions. The following elements are the study's main focus: The study looks at how often children are exposed to marketing content on YouTube and Instagram. It examines how social media marketing tactics affect young people's propensity to buy. The study takes into account how social media influencers affect consumers' purchasing decisions. It assesses the significance of credibility and trust in marketing content on YouTube and Instagram. The study evaluates the effects of electronic word-of-mouth (e-WOM), including peer opinions, reviews, and comments. It looks at how purchase intention is affected by viral marketing content, such as reels, shorts, and popular videos. Since they are the main users of YouTube and Instagram, the study is restricted to young consumers. The study's conclusions may aid companies, advertisers, and marketers in creating successful social media marketing plans aimed at children.

V. RESEARCH METHODOLOGY

This study uses a descriptive research methodology to investigate how YouTube and Instagram marketing affects young people's purchasing intentions. The study focuses on young customers who actively use these platforms for engagement, product discovery, and content consumption. Convenience sampling was used to pick a sample of 155 respondents from the population, which consists of young people in the Coimbatore district. A structured questionnaire with demographic and Likert-scale items evaluating factors such as social media exposure, influencer impact, trust and trustworthiness, electronic word-of-mouth (e-WOM), viral content, and purchase intention was used to gather primary data. Journals, books, and pertinent websites were the sources of secondary data. To evaluate replies, look at correlations between variables, and pinpoint important factors influencing purchase intention, data analysis was done using statistical tools such as rank analysis, chi-square test, and simple percentage analysis.

VI. LIMITATIONS

1. The responses are based on self-reported data, which may involve personal bias.
2. Time constraints restricted the collection of data from a larger sample

VII. REVIEW OF LITERATURE

Ahmed et al. (2025) examined the influence of social media marketing on sustainable purchase intentions among young consumers. The study found that social media marketing significantly affects purchase intention through factors such as content quality and behavioural engagement. It was observed that engaging and high-quality marketing content positively shapes sustainable consumption behaviour, while the specific social media platform used for information search does not have a significant impact on purchase intention. The study highlights the importance of content-driven and engagement-based social media marketing strategies in influencing consumer decision-making.

Fathima and Malagi (2025) examined the influence of social media influencers on the buying behaviour of Generation Z in India. The study revealed that influencers significantly affect purchase decisions through factors such as trust, authenticity, relatability, and social proof. It was found that influencer marketing is particularly effective in product categories like fashion, beauty, technology, and lifestyle, where young consumers actively seek validation and trend guidance. The findings highlight the growing importance of influencer credibility and peer influence in shaping the purchasing behaviour of Gen Z consumers.

Sinha (2025) examined the impact of social media influencers on consumer buying behaviour in India. The study highlighted that influencers play a significant role in shaping purchase decisions by building trust, relatability, and

authenticity among consumers. It was found that micro-influencers are particularly effective in targeting niche markets due to their high audience engagement. The study also emphasized the need for transparency and ethical practices in influencer marketing to maintain consumer trust and long-term brand credibility.

VIII. OVERVIEW OF THE STUDY

The use of social media platforms to advertise goods, services, and brands by producing and disseminating user-engaging content is known as social media marketing. Social media marketing allows for two-way communication between companies and customers, in contrast to traditional marketing. Through likes, comments, shares, and messages, it enables marketers to communicate with their target audience directly. Paid adverts, influencer partnerships, brand pages, user-generated content, and promotional campaigns are just a few of the activities that go under the umbrella of social media marketing. Because of their massive user bases, high engagement rates, and capacity to provide interactive and visual content, platforms like YouTube and Instagram have emerged as dominating marketing channels. Social media marketing has a significant impact on young people's awareness, interest, assessment, and purchasing decisions.

IX. ANALYSIS AND INTERPRETATION



Fig. 1 Graph showing the Factors Affecting the Purchase Intension of Young Respondents

TABLE I FACTORS AFFECTING THE PURCHASE INTENSION OF YOUNG RESPONDENTS

Particulars	No. of Respondents	Percentage
Influencers Suggestions	74	47.7%
Favourite Influencer Suggestions	90	58.1%
Reels	73	47.1%
Shorts	59	38.1%
Promotion Videos	82	52.9%
Comments or Reviews	96	61.9%
Word of Mouth	85	54.8%
Ads	33	21.3%
TOTAL	592	381.9

INTERPRETATION:

The above table shows that (47.7%) of respondents are influenced by influencers suggestions, (58.1%) of the respondents are influenced by favourite influencer suggestions, (47.1%) of the respondents are influenced by reels, (38.1%) of the respondents are influenced by shorts, (52.9%) of respondents are influenced by promotion videos, (61.9%) of the respondents are influenced by comments or reviews, (54.8%) of the respondents are influenced by word of mouth, (21.3%) of the respondents are influenced by ADs

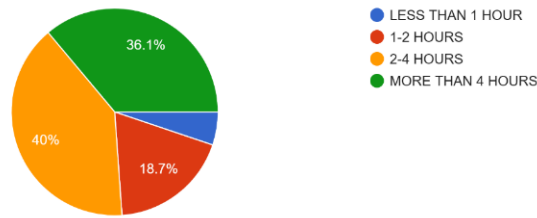


Fig. 2 Chart showing Average Daily Time Spent on Social Media by Respondents

TABLE III AVERAGE DAILY TIME SPENT ON SOCIAL MEDIA BY RESPONDENTS

Particulars	No. of Respondents	Percentage
Less than 1 hour	8	5.2
1-2 hours	29	18.7
2-4 hours	62	40
More than 4 hours	56	36.1
Total	155	100

INTERPRETATION:

The above table shows that (5.2%) of respondents spend less than 1 hour on social media daily, (18.7%) of the respondents spend 1-2 hours on social media daily, (40%) of the respondents spend 2-4 hours on social media daily, (36.1%) of the respondents spend more than 4 hours on social media daily

Most of the respondents spend 2-4 hours daily on social media

X. CHI SQUARE ANALYSIS

Observed Value	Expected Value	(O-E)	(O-E) ²	(O-E) ² /E
2	0.67	1.33	1.77	2.64
4	4.49	-0.49	0.24	0.05
0	1.55	-1.55	2.40	1.55
0	0.77	-0.77	0.59	0.77
2	0.52	1.48	2.19	4.21
0	2.4	-2.4	5.76	2.40
14	16.27	-2.27	5.15	0.32
7	5.6	1.4	1.96	0.35
0	2.8	-2.8	7.84	2.80
8	1.87	6.13	37.58	20.09
1	5.2	-4.2	17.64	3.39
28	34.8	-6.8	46.24	1.33
23	12	11	121.00	10.08
10	6	4	16.00	2.67
0	4	-4	16.00	4.00
10	4.69	5.31	28.20	6.01
41	31.43	9.57	91.58	2.91
0	10.83	-10.83	117.29	10.83
5	5.42	-0.42	0.18	0.03
0	3.61	-3.61	13.03	3.61
		$X^2 = \sum (O-E)^2/E$	Total Calculated Value	80.06

Degree of Freedom

$$df=(r-1)(c-1)$$

$$=(5-1)(5-1)$$

$$df=16$$

$$\text{Significance Level}=0.05$$

Table Value =26.3**Chi-Square Test Result**

The calculated Chi-square value (χ^2) is 80.06, and the table value at 5% level of significance with 12 degrees of freedom is 21.03.

Decision

Since the calculated value (80.06) is greater than the table value (21.03), the null hypothesis (H_0) is rejected.

Conclusion

There is a significant association between age and hours spent on social media among the respondents. This indicates that different age groups exhibit varying patterns in the amount of time they spend on social media platforms

XI. FINDINGS

1. Most of the respondents are between 18-21 years old.
2. Most of the respondents spend 2-4 hours daily on social media
3. Most of the respondents have said that they are influenced by Comments or Reviews
4. Most of the respondents have strongly agreed that online reviews and comments influence their purchase decisions
5. Most of the respondents have agreed that likes, shares, and comments increase their interest in a product
6. Most of the respondents have strongly agreed that Positive word-of-mouth on social media increases their intention to purchase
7. Most of the respondents have strongly agreed that Viral reels, shorts, or trending videos motivate them to try new products
8. Most of the respondents have strongly agreed that negative reviews or feedback on Instagram and YouTube discourage them from buying products

XII. SUGGESTIONS

- Brands should encourage customers to share positive reviews and feedback, as online comments and ratings significantly impact buying behaviour.
- Companies need to actively respond to customer queries and feedback to maintain good relationships with their audience.
- It is important to address negative reviews quickly and professionally to avoid loss of potential customers.
- Marketers should use targeted and personalized advertisements to make content more relevant and effective.
- Brands should maintain a consistent and active presence on social media to keep the audience engaged.
- Marketing strategies should be designed based on youth preferences, trends, and lifestyles to create a stronger impact on purchase intention.

XIII. CONCLUSION

The current study comes to the conclusion that young people in Coimbatore City's purchasing intentions are significantly influenced by social media marketing. Given that the majority of respondents frequently use websites like YouTube and Instagram to browse content, watch videos, and find new items, it is clear that these platforms have a significant influence on consumer behaviour. According to the survey, young people's attention and purchasing decisions are significantly influenced by elements like influencer marketing, captivating video content, and interactive elements like likes, comments, and shares. While unfavourable evaluations typically inhibit purchasing behaviour, positive word-of-mouth and viral trends greatly increase purchase intention. Overall, the results unequivocally show that Instagram and YouTube marketing have a significant and favourable influence on young people's purchase intentions, making them valuable tools for firms to successfully reach and influence their target demographic.

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