

Chapter 2

A Study on the Influence of Social Media on Teenagers' Shopping Preferences with Special Reference to Chennai City

K.B. Aishwarya^{a*}, S. Vennila Fathima Rani^b

^aAssistant Professor, Department of Commerce Information System Management, Valliammal College for Women, Anna Nagar, India

^bProfessor, Research Supervisor, Department of Commerce, Vels Institute of Science Technology and Advanced Studies, Chennai, India

** Corresponding Author: aisuradha96@gmail.com*

Abstract

The rapid growth of social media has significantly transformed the lifestyle and behaviour of teenagers, particularly in the area of shopping. This study aims to examine the influence of social media on teenagers' shopping preferences with special reference to Chennai City. The research focuses on understanding how exposure to digital platforms affects brand awareness, product interest, and purchasing decisions among teenagers. The study is based on primary data collected from teenage respondents in Chennai through a structured questionnaire. It analyses the impact of factors such as influencer marketing, online advertisements, peer opinions, product reviews, and promotional content. The findings reveal that social media plays a crucial role in shaping teenagers' buying behaviour, especially in categories such as clothing, beauty products, electronic gadgets, and lifestyle accessories. Visual appeal, trending content, and attractive offers were identified as major factors influencing their purchase decisions. The study concludes that social media has become a

powerful medium that directly and indirectly affects teenagers' shopping patterns. It highlights the importance of responsible digital marketing practices and the need for awareness among teenagers to make informed and thoughtful purchasing decisions.

Keywords: Social Media; Teenagers; Shopping Preferences; Consumer Behaviour; Influencer Marketing;

1. Introduction

Social media has become an essential part of modern life, especially among teenagers. Platforms such as Instagram, YouTube, Facebook, and Snapchat allow teenagers to communicate, share experiences, and explore various products and services. The rapid development of smartphones and internet technology has increased the time teenagers spend on social media platforms. Businesses and marketers use social media platforms as effective tools to promote their products and services. Social media advertisements, influencer marketing, product reviews, and sponsored posts attract the attention of teenagers and influence their buying behaviour. Teenagers often follow influencers and celebrities whose recommendations shape their preferences and attitudes toward brands. Social media platforms also allow teenagers to access information about new products, compare prices, read reviews, and follow current trends. Many teenagers develop interest in fashion products, gadgets, cosmetics, and lifestyle items through social media exposure. In Chennai City, the increasing availability of internet services and smartphones has made social media highly popular among teenagers. Teenagers often discover new products through social media platforms and sometimes make purchases based on online recommendations and advertisements. Therefore, understanding the

influence of social media on teenagers' shopping preferences is important for businesses and marketers. This study aims to analyze how social media influences teenagers' purchasing behaviour and shopping preferences in Chennai City. The study covers different types of products that teenagers often purchase due to social media influence, such as fashion products, cosmetics, electronic gadgets, and accessories.

The findings of the study will help businesses understand teenage consumers and improve their marketing strategies through social media platforms.

2. Review of Literature

Review of literature refers to the analysis of previous research studies related to the topic. Kaplan and Haenlein (2010) defined social media as internet-based platforms that allow users to create and share content. Their study highlighted that social media plays an important role in influencing consumer behaviour and marketing communication. Mangold and Faulds (2009) explained that social media has become a new element in the promotional mix of marketing. They found that online discussions, product reviews, and peer recommendations significantly influence consumers' purchase decisions. Solomon (2013) emphasized that teenagers' purchasing behaviour is influenced by social and cultural factors. Social media platforms allow teenagers to share experiences and opinions about products, which affects their buying preferences. Evans (2012) studied the role of digital marketing and social media communication. The study concluded that social media helps businesses engage with consumers and influence their product choices. Tuten and Solomon (2015) focused on social media marketing strategies and explained

that online advertisements and influencer promotions have a strong impact on young consumers' purchasing intentions. Chaffey (2019) discussed the importance of digital marketing strategies and highlighted that social media platforms help companies understand consumer preferences and behaviour.

3. Research Methodology

Research methodology refers to the systematic process used to collect and analyze data for the study. Descriptive research was used for this study. It focuses on describing the characteristics of a particular group or phenomenon. The area of study for this research was Chennai city. The study used primary data and secondary data as the main source of information. Primary data was collected directly from teenage respondents through a structured questionnaire. The questionnaire helped gather relevant information about the respondents' opinions and behaviour related to the topic. Secondary data was collected from various sources such as books, research journals, websites, and articles.

3.1 Questionnaire

Section A: Personal Details

1. Name (Optional): _____
2. Age:
 - 13–15
 - 16–18
 - 19–21
3. Gender:
 - Male
 - Female
 - Others

4. Educational Qualification:

- School
- College

Section B: Social Media Usage

5. Which social media platform do you use most?

- Instagram
- YouTube
- Facebook
- Snapchat
- Others _____

6. How many hours do you spend daily on social media?

- Less than 1 hour
- 1–3 hours
- 3–5 hours
- More than 5 hours

7. Do you follow influencers or celebrities on social media?

- Yes
- No

Section C: Shopping Behaviour

8. Have you ever purchased a product after seeing it on social media?

- Yes
- No

9. What type of products do you mostly purchase due to social media influence?

- Fashion
- Cosmetics
- Gadgets

Footwear

10. Do influencer recommendations affect your buying decision?

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

11. Social media advertisements influence my shopping preferences.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

12. I compare online reviews before purchasing products.

Always

Sometimes

Rarely

Never

13. Do you make impulse purchases due to social media offers?

Yes

No

14. Which factor influences you most while purchasing products?

Influencers

Friends' Recommendations

Advertisements

Discounts & Offers

15. How often do you shop online?

Frequently

Occasionally

Rarely

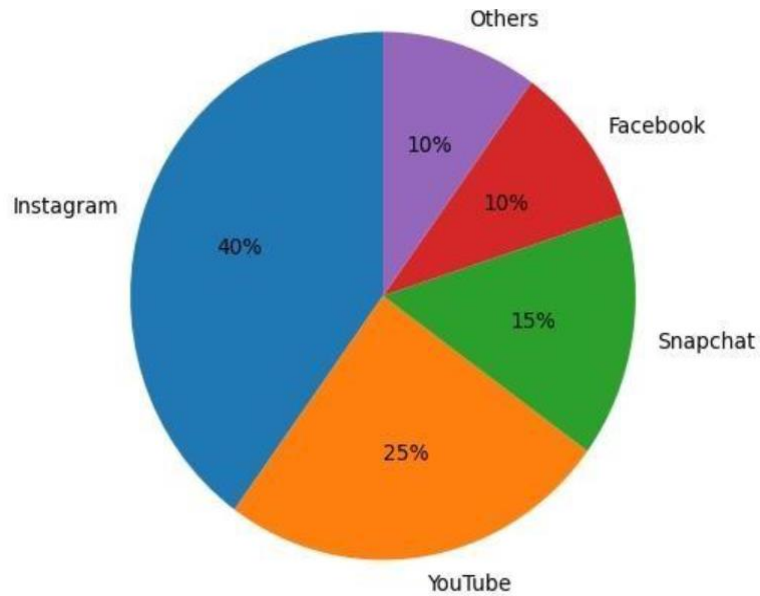


Figure. 1: Preferred Social Media Platforms Among Teenagers

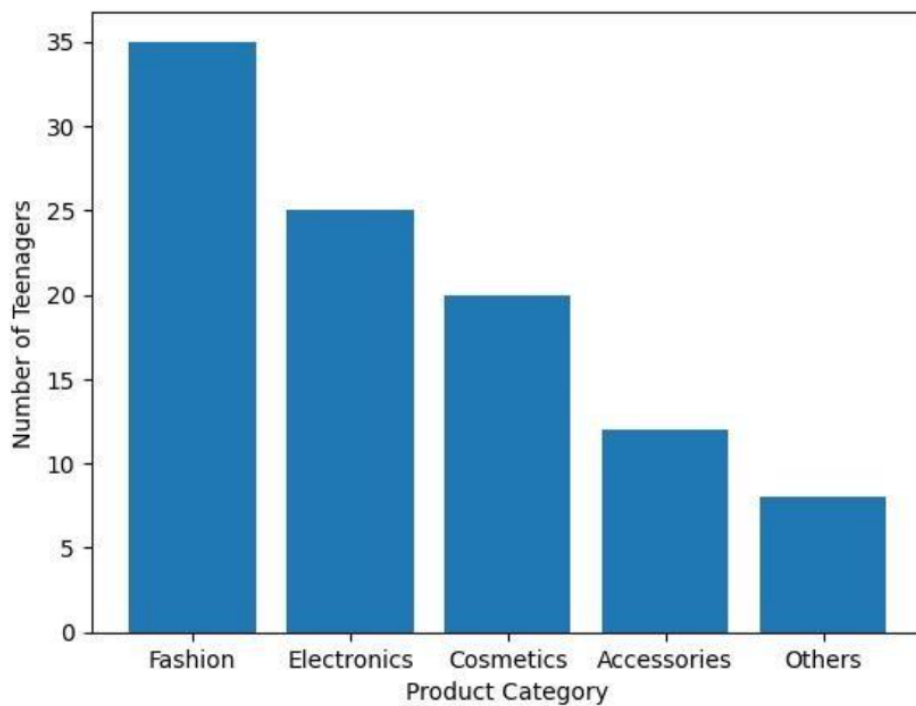


Figure. 2: Products Purchased Due To Social Media Influence

3.2 Percentage analysis

The majority of respondents (42%) use Instagram, followed by YouTube (32%) and other platforms. This shows that visual and

video-based social media platforms strongly influence teenagers' shopping preferences.

Table 1: Percentage analysis table

Platform	No.of Respondents	Percentage
Instagram	42	42%
YouTube	32	32%
Facebook	12	12%
Snapchat	9	9%
Others	5	5%
Total	100	100%

4. Data Analysis and Interpretation

The collected data is analyzed using percentage analysis and represented through tables, pie charts, and bar diagrams. The analysis shows that a large number of teenagers use social media platforms regularly. Instagram and YouTube are the most popular platforms among teenagers. Many respondents reported that they often discover new products through social media advertisements and influencer promotions. Fashion products, cosmetics, and electronic gadgets are the most commonly purchased items influenced by social media.

Findings:

- Most teenagers use social media daily.
- Instagram and YouTube are the most preferred platforms among teenagers.

- Social media advertisements influence teenagers' purchasing decisions.
- Influencer marketing plays an important role in shaping teenagers' buying behaviour.
- Teenagers often purchase fashion products and cosmetics after seeing them on social media.

Suggestions:

- Businesses should use social media marketing to attract teenage consumers.
- Companies should collaborate with influencers to promote their products.
- Brands should provide genuine product reviews and information.
- Teenagers should be aware of marketing tactics and avoid unnecessary impulse buying.

5. Conclusion

Social media has become a powerful tool influencing teenagers' shopping behaviour. The study shows that teenagers rely on social media platforms to discover new products, learn about trends, and make purchasing decisions. Influencer marketing, advertisements, and online reviews significantly affect teenagers' shopping preferences. Social media platforms such as Instagram and YouTube play a major role in promoting products and influencing buying behaviour. Therefore, it can be concluded that social media has a significant influence on teenagers' shopping preferences in Chennai City.

References

- [1] Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- [2] Duffett, R. G. (2017). Influence of social media marketing communications on young consumers' attitudes. *Marketing Intelligence & Planning*, 35(2), 228–247. <https://doi.org/10.1108/MIP-07-2016-0136>
- [3] Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions. *Journal of Research in Interactive Marketing*, 10(2), 142–156. <https://doi.org/10.1108/JRIM-01-2016-0001>
- [4] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- [5] Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons.
- [6] Nandagopal, R., & Chinnaiyan, P. (2018). Impact of social media on consumer behavior in Chennai city. *International Journal of Management Studies*, 5(3), 45–52.
- [7] Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 134–145. <https://doi.org/10.1108/APJBA-06-2016-0063>
- [8] Sheth, J. N., & Solomon, M. R. (2014). Extending the extended self in consumer behavior. *Journal of Marketing Theory and Practice*, 22(3), 271–284. <https://doi.org/10.2753/MTP1069-6679220301>
- [9] Statista. (2023). Social media usage among teenagers in India. Retrieved from <https://www.statista.com>
- [10] Pew Research Center. (2022). Teens, social media, and technology. <https://www.pewresearch.org>