
**STUDY OF YOUNG SHOPPING DECISIONS AND SOCIAL MEDIA
MARKETING**

***¹Prashant Yadav, ²Mr. Pankaj Lalwani**¹MBA Student, ²Assistant Professor¹²MPEC Kanpur.

Article Received: 15 March 2026

Article Revised: 05 April 2026

Published on: 25 April 2026

***Corresponding Author: Prashant Yadav**

MBA Student, MPEC Kanpur.

DOI: <https://doi-doi.org/101555/ijrpa.3390>**ABSTRACT**

Using a descriptive-correlational research approach, this study looked at the purchasing habits of Accountancy, Business, and Management (ABM) students and how they relate to social media marketing. It examined how 300 randomly chosen ABM students' brand knowledge, purchase intent, and social sentiment were impacted by social media engagement, reach, and click-through rates. Higher levels of engagement, reach, and click-through rates were linked to greater brand awareness, stronger purchase intent, and more positive social sentiment, according to the results, which showed a strong positive correlation ($r = .804$, $p < 0.05$) between social media marketing and consumer purchasing behavior. These findings emphasize the importance of financial literacy programs and ethical digital marketing. The report suggests that educators integrate ethical marketing techniques into curricula, students participate in budgeting and critical evaluation courses, and legislators create regulations to control digital marketing tactics aimed at younger consumers. In order to investigate students' opinions and decision-making processes with relation to social media marketing, future researchers may use a mixed-methods strategy that incorporates qualitative techniques like focus groups or in-depth interviews. A longitudinal study could also evaluate how changes in digital marketing tactics affect customer behavior over time.

KEYWORDS: ABM students, social media marketing, and consumer purchasing patterns.

Similar patterns have been seen throughout the world. High inflation and unstable economic conditions have had a major impact on consumer purchasing behavior in Turkey. Khurram et al. (2018) claim that economic difficulties have caused customers to change their priorities

when making purchases, concentrating more on necessities and looking for excellent deals. A study conducted in Finland with 2,318 participants between the ages of 18 and 29 looked at impulsive purchasing behavior in online settings, highlighting the importance of self-control and outside factors (Nyrhinen et al., 2024). In a similar vein, consumer behavior has been significantly impacted by Lebanon's terrible economic crisis. According to a research by Challita et al. (2021), 53% of respondents said they had changed their purchasing habits as a result of hyperinflation and a decline in purchasing power.

Importance of the Research

This study looks at how social media marketing affects consumer purchase behavior among students studying accountancy, business, and management (ABM), specifically how social media affects their choices. The following stakeholders, according to the researchers, will gain from this study:

Marketers and businesses. By knowing how social media marketing influences ABM students' purchasing decisions, the findings may assist companies in customizing their marketing tactics to better engage with these students.

Marketing on Social Media

Due to its substantial impact on consumer behavior and brand engagement, social media marketing (SMM) has emerged as a crucial element of contemporary marketing tactics. SMM is the use of social media channels to accomplish marketing communication and branding objectives. It includes a range of initiatives meant to cultivate customer relationships and increase brand loyalty (Shrestha, 2023). By facilitating two-way communication, SMM enables brands to interact directly with consumers, boosting loyalty and trust (Manzoor et al., 2020).

Consumer Purchase Patterns

Zhao et al. (2022) claim that social media platforms give companies a special way to communicate and collect input from their target customers in real time. Customer-brand relationships are strengthened by this immediacy, which boosts loyalty and influences purchase decisions. According to Alhalalmeh et al. (2022), customer behavior is greatly influenced by the kind of material published on social media. According to Andoh-Quainoo

(2022), visual content—such as pictures and videos—generates more interaction than text-based posts, which makes it more successful at influencing consumer behavior.

Range of Means	Description	Interpretations
3.26 – 4.00	Very High	This means that the social media marketing of Accountancy, Business and Management students are always demonstrated.
2.51 – 3.25	High	This means that the social media marketing of Accountancy, Business and Management students are sometimes demonstrated.
1.76 – 2.50	Low	This means that the social media marketing of Accountancy, Business and Management students are rarely demonstrated.
1.0 – 1.75	Very Low	This means that the social media marketing of Accountancy, Business and Management students are never demonstrated.

RECOMMENDATIONS AND CONCLUSIONS

The study's conclusions are presented in this chapter along with suggestions on how they might enhance practice. The purpose of the study was to ascertain the degree of social media marketing and consumer purchasing behavior among Carlos P. Garcia Senior High School students studying accounting, business, and management. It specifically aimed to determine whether and how strongly social media marketing and consumer purchasing behavior are related.

The degree of social media marketing and consumer purchasing behavior among accounting, business, and management students was assessed using a descriptive correlational research design in order to ascertain whether these variables are significantly correlated.

CONCLUSION

Based on the results, the study comes to the conclusion that social media marketing has a significant impact on students studying accounting, business, and management's purchasing decisions. The substantial relationship between these factors indicates that students' purchasing decisions are greatly influenced by their exposure to social media marketing. This emphasizes how crucial social media is as an effective marketing tool that influences

consumer behavior. Even while students show a high degree of interest in social media marketing, they still need to improve their financial literacy to guarantee appropriate spending practices.

REFERENCES

1. Alhalalmeh, M., Alkhawaldah, R. A., Mohammad, A., Al-Quran, A., Hijjawi, G., & Al-Hawary, S. (2022). The effect of selected marketing activities and promotions on the consumers buying behavior. *Business: Theory and Practice*, 23(1), 79-87. <https://doi.org/10.3846/btp.2022.13929>
2. Allan, M., & Ali, N. (2017). Employing social media websites and its role in determining the targeted audience for marketing within cloth manufacturing sector in Jordan. *Innovative Marketing*, 13(2), 47-55. [https://doi.org/10.21511/im.13\(2\).2017.05](https://doi.org/10.21511/im.13(2).2017.05)
3. Andoh-Quainoo, L. (2022). Social media usage in online consumer decision process and buying behaviour. In *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 543-558). <https://doi.org/4018/978-1-6684-6287-4.ch031>
4. Ansari, S., Ansari, G., Ghori, M. U., & Kazi, A. G. (2019). The impact of brand awareness and social media content marketing on consumer purchase decision. *Journal of Public Value and Administrative Insights*, 2(2), 5–10. <https://doi.org/10.31580/jpvai.v2i2.896>
5. Bujang, M. A., Sa'at, N., & Sidik, T. M. I. T. A. B. (2018). A review on sample size determination for Cronbach's alpha test: A simple guide for researchers. *Malaysian Journal of Medical Sciences*, 25(6), 85–99. <https://doi.org/10.21315/mjms2018.25.6.9>
6. Challita, H., Karam, A., & Khoury, M. (2021). Exploring the effect of fashion leaders on followers' purchasing behavior: Insights from Keserwan. *Notre Dame University Institutional Repository*. <http://ir.ndu.edu.lb/123456789/1349>