

Influence Of Social Media on Purchasing Decision of Youth

Prathna Solanki¹, Pratik Mahaveer², Dr. Sadiya
^{1,2}Jain (deemed to be university)

Abstract— In recent years, social media has emerged as a powerful and influential platform, with a rapidly growing user base among youth across the globe. Its increasing popularity has significantly transformed traditional marketing practices and has had a profound impact on consumer behaviour and youth purchasing decisions. Organisations are increasingly adopting social media marketing and digital marketing strategies to promote their products and services, engage with customers, and build long-term relationships. Social media platforms not only enhance brand awareness but also provide a space for interaction, feedback, and content sharing, which further shapes consumer perceptions and preferences.

The primary objective of this study is to examine the extent to which social media influences the purchasing behaviour of young consumers. The research is based on primary data collected through a structured questionnaire distributed among youth respondents. The study considers various influential factors such as online reviews, influencer marketing, social media advertisements, and peer recommendations, all of which play a crucial role in shaping purchase intentions. These factors contribute to reducing information asymmetry, increasing product knowledge, and building trust among consumers.

The findings of the study indicate that social media has a significant and positive impact on the purchase decisions of youth. It has become a major source of product information, comparison, and evaluation, thereby influencing attitudes, preferences, and final buying decisions. Furthermore, the interactive nature of social media enables consumers to actively participate in content creation and sharing, which further strengthens its influence on purchasing behaviour.

The study concludes that in today's digital era, it is nearly impossible for organisations to design an effective marketing strategy without incorporating social media. It is recommended that companies invest more in social media-based promotional activities, as they are cost-effective, highly engaging, and capable of reaching a wide and diverse target audience. Businesses should also focus on creating authentic content, leveraging influencer

collaborations, and encouraging positive online reviews to enhance their overall marketing effectiveness.

Index Terms—Social Media, Consumer Behaviour, Youth Purchasing Decision, Social Media Marketing, Online Reviews, Influencer Marketing, Brand Awareness, Digital Marketing.

I. INTRODUCTION

Social media was always viewed as a form of communicating with others through instant messaging and blogging. It wasn't until several years ago people started seeing social media as a marketing tool. Social media in marketing is a quick and simple way to share a business's information such as advertising, and products or services available to consumers. Targeted Advertising is becoming a major role in social media marketing.

The large amount of people who use social media is significant for companies to advertise their products and services. Networking is the biggest factor in marketing through social media. It goes from creating relationships with customers to reaching out to get new customers and how to find these people through social media sites. Newspaper, TV, and radio were the major forms of advertisement in marketing before social media came into play. Now, social media such as Twitter, Face book, Tumbler, Instagram and Pinterest are used for marketing. Today, using social media as a strategy is becoming more effective in marketing than any other tactic. Marketing in social media has created a simple and quick way for business to advertise, show information and products they offer, and display specials or discounts. Many businesses are looking at social media and trying to figure out exactly how to use it because it really has endless opportunities. A small business can reach local customers by creating a Facebook page and addressing

what the specials are, what is on sale, or what events or plans the business has. Large businesses and corporations can also create a page on Facebook, or make an Instagram account to post about sales, news, and many other things.

Social media is helpful in marketing by providing easy communication with people. Using social media allows a business or person to connect with someone without all the hassle of emails and phone calls. Social media such as Instagram, Twitter and Facebook can be a game changer for a business because of its ability to now post to the world what specialties, sales, and clearances.

Social Media Marketing

Social media marketing is a new trend of marketing where different Businesses have taken to social media sites to market and promote old and existing products and brands or create more awareness of their new products. Customers involved in social media can access their site almost anywhere. Most people have cell phones, laptops, or tablets that they take anywhere they go. People have their heads in their phones. They aren't reading the daily newspaper like they used to. Businesses can and do take advantage of this. Having a business site using Face book, hash tags, or even ads, seo that can be made public through the social media site will help the business gain public awareness.

Social media has now become so much better for advertising that it is changing how business is done. Look past the posters in social media sites as LinkedIn, Instagram and Facebook, there are a craze developing and corporations are finding themselves more so operating with social links for routine business.

Many businesses are using social networks for problem resolving matters, to initiate response of feedback, distribute information sooner, and for results of new concepts for the business, also to adjust the background inside the corporation.

Purchase Decision

Purchase decision is the process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.

It's important to understand the consumer decision-making because it allows you to anticipate the needs of consumers, which in turn helps you plan marketing or sales strategies based on those needs.

Consumer's buyer behaviour is influenced by four major factors; cultural, social, personal, and psychological factors. These factors cause consumers to develop product and brand preferences. Although many of these factors cannot be directly controlled by marketers, understanding of their impact is essential as marketing mix strategies can be developed to appeal to the preferences of the target market.

Consumers are the prime target of any organisation as they generate sales by purchasing products produced specifically by the organisation; however, organisations segment the consumers on the basis of their characteristics into different segments to design its marketing strategy explicit to each segment.

These market segments illustrate diverse distinctiveness but are homogenous internally. Hence, it is easy for marketers to assess the attractiveness of each segment for any particular product or brand and determine the aspects of indulging in buying behaviour.

Behaviour is defined as any activity, physical or mental, performed by an individual. Studying consumer behaviour can help enterprises understand what consumers need, so they can create, develop, and improve their products and marketing strategy. The basic questions that the marketers have to understand about the consumers are what products they want to buy, where they buy, when they buy, and how much they want to buy. Purchasing goods and services depends on the consumer's needs, preferences and purchasing power.

II. REVIEW OF LITERATURE

Vij.S and Sharma. J (2013) aimed to analyse the social media marketing content should be 'interesting', 'informative', 'interactive' and 'reliable'. Marketers should align their social media marketing effort with the changing tastes and preferences of customers.

According to the study conducted by Dr. T. Annamalai (2019) found that the social media is positively impacting the youth in the field of education as well as in the overall betterment of the social life. But on the other hand, it also negatively impacts the youth by affecting both physical and mental health. It is also found that the social media is acting as the significant information provider that is inducing the youth to take purchase decision.

Shih-Chih Chena and Chieh-Peng Lin (2019) opinion that the social media marketing activity is an important factor that influences user's continuance intention, participation intention and purchase intention. Social media marketing can help maintain corporate brands. Advertising and blog marketing were based on content. Social media marketing reaches target audiences and improves the effect of the transmitted information via a long-term, close relationship with the online community social media service providers should consider how to increase the effects of social media marketing activities.

The main purpose of marketing communication is to improve customer equity drivers by strengthening customer relationship and creating purchase intent, SMM activities contribute as effective marketing communication methods. With the growing interest of luxury fashion brands in providing luxurious values to customers in every way possible, using social media for marketing appears to be an appropriate medium to attract luxury consumers at the moment. More luxury brands should engage in social media activities to anticipate positive contributions to brands by providing new luxury values to customers.

Omari, K. Mbura and Sumaya, M. Kagoya (2020) examined the study concludes that social media content and awareness significantly influence youth purchasing behaviour of soft drinks, hence features of social media should be taken seriously for companies to survive in their competitive environment, continue to operate efficiently and make proper marketing decisions concerning its products. Attitude towards social media was found to have weak influence on youth purchasing behaviour.

Md. Rakibul Hasan, Md. Ridhwanul Haq and M ZamanurRahman (2018) opinion that the Peer Communication through social network is very common where people talk about many things including the issues related to purchase a product or service. Most of the renowned brands today, have their own pages in social network, especially on Facebook, which are being followed by fans of those brands. People spend significant amount of time on laptops and smart phones these days. Hence, most of the brands try to reach their consumers through advertisement in social network.

III. RESEARCH GAP

Despite extensive research on social media marketing and consumer behaviour, several important gaps remain in understanding the full impact of social media on the purchase decisions of youth.

Firstly, existing studies largely focus on isolated variables such as influencer credibility, online reviews, or social media advertisements. However, social media platforms function through complex algorithms that integrate sponsored content, peer interactions, trends, and personalised recommendations simultaneously. There is limited research examining the combined and interactive effect of these multiple factors on youth decision-making. A more holistic approach is required to understand how these variables collectively shape purchase intentions.

Secondly, most prior research has concentrated on general consumer populations rather than specifically targeting youth. Young consumers differ significantly from older age groups in terms of digital exposure, impulsiveness, trend sensitivity, and peer influence. Furthermore, within the youth category, differences based on education level, disposable income, and employment status are often ignored. This lack of demographic segmentation creates a gap in understanding nuanced behavioural patterns.

Another significant gap lies in the geographical and socio-economic context of research. Much of the literature is based on developed economies where purchasing power, digital infrastructure, and consumer awareness differ considerably from developing countries. In emerging markets such as India, factors like family influence, cultural values, and income constraints may alter the way social media affects purchase decisions. There is a need for context-specific research that reflects regional realities.

Additionally, most existing studies adopt a short-term perspective, focusing on immediate buying intentions or impulse purchases. There is insufficient investigation into the long-term consequences of continuous social media exposure, such as changes in brand loyalty, lifestyle aspirations, financial discipline, and spending patterns among youth.

Moreover, the negative socio-psychological impacts of social media-driven consumption are relatively under-explored. Issues such as comparison anxiety, pressure to maintain social status, compulsive buying

behaviour, and financial stress require further academic attention. Current literature tends to emphasise marketing effectiveness rather than consumer well-being.

Finally, rapid technological advancements such as artificial intelligence-driven recommendations, short-form video marketing, and social commerce features (like in-app shopping) have transformed online buying behaviour. However, academic research has not fully kept pace with these developments, creating a gap between evolving digital practices and theoretical understanding.

In conclusion, there is a clear need for comprehensive, context-specific, and multi-dimensional research that examines the integrated, long-term, and socio-psychological impact of social media on youth purchase decisions. The present study aims to address these identified gaps and contribute meaningful insights to the field of consumer behaviour and digital marketing.

IV. OBJECTIVES

1. To examine the overall impact of social media influencers on the buying behaviour of young adults. This objective aims to understand how exposure to influencer content affects the decision-making process of young consumers, including their awareness, interest, preference, and final purchase decision.
2. To analyse the role of influencer credibility, authenticity, and expertise in shaping consumer trust. This objective focuses on identifying whether young adults are more likely to purchase products when they perceive influencers as knowledgeable, honest, and relatable.
3. To study the relationship between influencer marketing and impulse buying behaviour among young adults. The purpose of this objective is to determine whether promotional posts, limited-time offers, and discount codes shared by influencers trigger spontaneous and unplanned purchases.
4. To identify which social media platforms have the strongest influence on consumer purchasing decisions. This objective evaluates the effectiveness of platforms such as Instagram, YouTube, and Snapchat in influencing young consumers.
5. To compare the effectiveness of influencer marketing with traditional forms of

advertising. This objective seeks to determine whether young adults find influencer promotions more persuasive and trustworthy than television advertisements, celebrity endorsements, or print media marketing.

6. To examine the impact of different types of influencers (micro, macro, and celebrity influencers) on buying behaviour. This objective aims to understand whether young adults are more influenced by relatable micro-influencers or by well-known personalities with a large follower base.
7. To assess the importance of promotional strategies such as discount codes, giveaways, product reviews, and affiliate links in influencing purchase decisions. This objective studies how marketing tactics used by influencers contribute to brand engagement and customer conversion.
8. To evaluate the long-term impact of influencer marketing on brand loyalty among young adults. This objective investigates whether repeated exposure to influencer promotions creates lasting brand preference and customer retention.

V. RESEARCH METHODOLOGY

1. Research Design

The present study adopts a descriptive research design, which is primarily used to describe the characteristics, attitudes, and behaviour of a specific group. This design is appropriate for the study as it aims to analyse and interpret how social media, particularly influencer marketing, affects the purchasing behaviour of young adults.

Descriptive research does not involve manipulation of variables but focuses on observing and explaining existing conditions. In this context, it helps in identifying patterns such as how often youth rely on influencers, how social media impacts their decision-making process, and what factors influence their buying behaviour. The design enables a systematic and accurate representation of the current scenario of social media influence on consumer decisions.

2. Nature of Study

The study is quantitative in nature, as it involves the collection and analysis of numerical data. Quantitative research focuses on measurable variables and uses statistical tools to derive meaningful conclusions.

In this study, data has been collected through structured questionnaires, and the responses have been quantified using percentages, charts, and graphical representations. This approach ensures objectivity and allows for easy comparison and interpretation of data related to consumer preferences, attitudes, and buying patterns influenced by social media.

3. Sources of Data

Primary Data

Primary data has been collected directly from respondents using a structured questionnaire created through Google Forms. This method ensures that the data is original, specific to the research objectives, and reflects the current behaviour and opinions of the respondents.

Secondary Data

Secondary data has been collected from various reliable sources to support and validate the primary findings. These include:

- Research journals and academic publications
- Articles related to digital and social media marketing
- Books on consumer behaviour
- Online sources and published reports
- Data related to popular social media platforms such as Instagram and YouTube

4. Sampling Design

Target Population

The target population of the study consists of young adults aged 18–25 years who are active users of social media platforms. This group has been selected because they represent a major segment of digital consumers and are highly influenced by online content and influencers.

Sample Size

The study is based on a sample size of 80–120 respondents. This size is considered adequate to identify trends and draw meaningful conclusions within the scope of the study.

Sampling Technique

A convenience sampling technique has been used for selecting respondents. Under this method, participants are chosen based on ease of access and availability. Although this method is time-efficient and cost-

effective, it may not fully represent the entire population, which is considered as a limitation.

5. Data Collection Tool

A structured questionnaire was used as the primary tool for data collection. It was designed to gather relevant information in a systematic and organised manner.

The questionnaire included:

- Multiple-choice questions
- Likert scale questions (ranging from Strongly Agree to Strongly Disagree)
- Yes/No questions

The questions were carefully framed to measure key aspects such as:

- Level of trust in social media influencers
- Consumer purchase behaviour
- Frequency of purchases influenced by promotions
- Impact of discount codes and offers
- Preference for different social media platforms

This tool ensured consistency in responses and made the data easy to analyse.

6. Data Analysis Techniques

The collected data has been analysed using simple yet effective statistical tools, including:

- Percentage method
- Pie charts
- Bar graphs
- Simple tabulation

These techniques help in summarising large amounts of data into a clear and understandable format. The use of charts and graphs enables easy identification of trends, patterns, and relationships between variables, particularly in understanding how social media influencers impact buying behaviour.

7. Variables of the Study

Independent Variable

- Social Media Influencer Marketing

Dependent Variable

- Consumer Buying Behaviour

The independent variable (influencer marketing) is assumed to influence or cause changes in the dependent variable (consumer buying behaviour). The

study examines this relationship to understand the extent of influence.

8. Limitations of the Study

Despite careful planning, the study has certain limitations:

1. The study is limited to a specific age group (18–25 years), which may not represent other age categories.
2. The sample size is relatively small, which may affect the generalisability of the results.
3. The use of convenience sampling may lead to sampling bias.
4. Responses collected through questionnaires may be subject to personal bias or inaccurate reporting by respondents.
5. The study focuses only on selected social media platforms and may not cover all influencing factors.

9. Sample size

This paper examined the extent to which social media impacts the purchase decision of Indian Gen Z consumers, based on influencer marketing. In order to accomplish this goal, the researcher incorporated two sampling methods; mixed mode and purposive, which is a type of non-probability sampling.

The second method being convenience sampling. These two forms are actually classified under non-probability sampling. The use of purposive sampling method ensured that respondents who were members of Gen Z group (ages 18-26 years old), were purely identified and thus, bringing the sampling design very close to the study's objectives. In contrast to that, convenience sampling made it much easier to collect data by circulating questionnaires created with Google Forms on popular social media platforms like Instagram, Facebook and WhatsApp. The selected strategy is beneficial in the case of temporal and resource limitations particularly when the research focuses on a specific demographic group (Eti, Musa, and Alkassim, 2016).

Despite the non-probability sampling inherently limiting the scope of generalisability of findings, it can still be described as effective in exploratory research aimed to annotate the behaviour of a specific subject population. The criteria used in the selections has been strictly adhered to ensuring only the Gen Z consumers

in India are selected thus making the findings more relevant towards the aims of the research study.

VI. DATA COLLECTION

In the given study, we recruited a primary quantitative research method, utilising an online survey that was sent out through Google Forms, to gather primary inputs of 100 Gen Z consumers in India. According to the definition of Ajayi (2017), the primary data involve original sources that have been gathered specifically to achieve the purpose of the present research. This plan is particularly favourable during instances when the researchers want quantifiable information concerning the attitudes, behaviours, and preferences of the consumers.

The survey link was shared mainly through Instagram posts and stories, WhatsApp statuses, and Facebook, which allowed reaching a sample overlapping with the research focus on the study of active social-media Gen Z consumers. The online medium was very convenient and efficient since this demographic is both technologically savvy and digitally active.

The selected methodology offered an affordable, time efficient and scalable approach for collecting data. It helped support the research hypothesis while maintaining respondent anonymity and ensuring that the study was conducted in accordance with ethical guidelines.

VII. DATA ANALYSIS

The given research paper provides an analytic inquiry of the key data that has been gathered during the study, namely the online questionnaire administered into 100 respondents, all of whom fall within the Gen Z generational cohort (being born between 1997-2012). The instrument used demographic questions and a series of Likert-scale statements asking to clarify the perceptions, attitudes, and behaviours that people relate to the influencer marketing

Primary Data Analysis

Demographic (Age, Gender, Region, Education, Monthly Income) The current demographic composition of our survey has a design that is persuasive to the Gen Z population in India. The largest proportion is the 21 to 23 years range and 18 to 20 years age groups comes as second largest. There are smaller but still significant numbers represented in the

24-26 years age group, and under 18 years. This focus in the early 20s resonates with the digital native nature of the demographic which consumes a lot of influencer content especially in a stage of developing brand-loyalty.

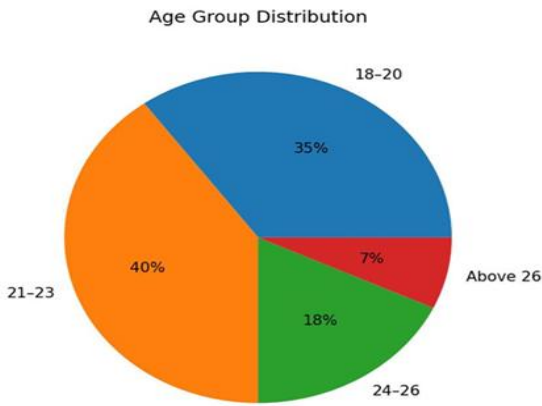


Figure 1: Age distribution

The pie chart titled “Age Group Distribution” represents the percentage breakdown of respondents across different age groups. The largest segment consists of individuals aged 21–23, accounting for 40% of the total sample, indicating that this age group forms the majority of participants. This is followed by the 18–20 age group, which makes up 35%, showing a significant representation of younger individuals. The 24–26 category contributes 18%, reflecting a moderate presence in the dataset. Lastly, respondents aged above 26 form the smallest group at 7%, indicating minimal participation from this age range. Overall, the chart highlights that the sample is predominantly composed of individuals in the early twenties.

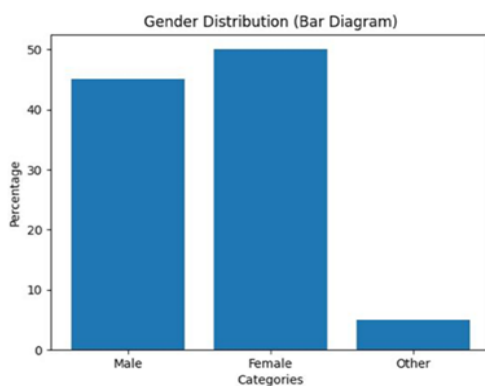


Figure 2: Gender Distribution

The bar diagram titled “Gender Distribution” illustrates the percentage of respondents across different gender categories. The chart shows that females constitute the largest proportion, accounting for approximately 50% of the total respondents. Males follow closely, representing around 45%, indicating a fairly balanced participation between the two groups. A small percentage, about 5%, falls under the ‘Other’ category, reflecting minimal but inclusive representation. Overall, the diagram highlights a near-equal gender distribution with a slight predominance of female respondents.

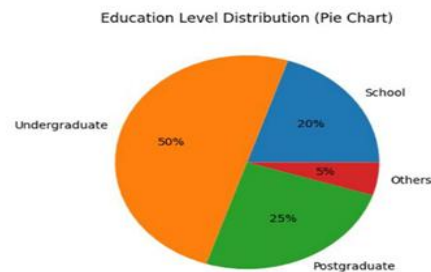


Figure 3: Education level Distribution

The pie chart titled “Education Level Distribution” presents the proportion of respondents based on their educational qualifications. The largest segment consists of undergraduate students, accounting for 50% of the total sample, indicating that the majority of respondents are currently pursuing or have completed a bachelor’s degree. This is followed by postgraduates, who make up 25%, reflecting a significant representation of individuals with advanced education. School-level respondents contribute 20%, showing moderate participation from those with basic education. Lastly, a small portion of 5% falls under the ‘Others’ category, which may include diploma holders or individuals with alternative qualifications. Overall, the chart highlights that the sample is predominantly composed of undergraduate students.

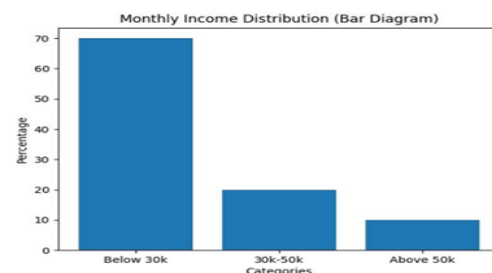


Figure 4: Monthly Income Distribution

The bar diagram titled “Monthly Income Distribution” illustrates the percentage of respondents across different income categories. The majority of respondents fall under the “Below 30k” category, accounting for approximately 70%, indicating that most individuals in the sample have a relatively lower monthly income. This is followed by the “30k–50k” group, which comprises around 20% of the respondents, reflecting a moderate-income segment. The “Above 50k” category represents the smallest portion at about 10%, indicating that only a limited number of respondents fall into the higher income bracket. Overall, the chart highlights that the sample is predominantly composed of individuals earning below 30,000 per month.

VIII. DISCUSSION

This study aimed to understand the influence of social media on the purchase decisions of youth, using data collected from 100 respondents through Google Forms. The findings provide meaningful insights into how various factors such as influencers, social media advertising, online reviews, and socio-economic background shape consumer behaviour.

The demographic analysis, represented through pie charts and bar diagrams, shows that the majority of respondents fall within the 21–23 age group, indicating that young adults are the most active participants in online environments. The gender distribution was fairly balanced, ensuring that the results reflect diverse perspectives. Additionally, most respondents were undergraduates, suggesting that the study largely captures the opinions of students who are highly engaged with social media platforms. The income distribution revealed that a significant proportion earns below ₹30,000, highlighting that budget-conscious decision-making plays an important role in their purchasing behaviour.

One of the key findings of this research is the strong impact of influencers on youth. Respondents indicated that they are more likely to trust recommendations from influencers they follow, especially when the content appears authentic and relatable. This suggests that influencer marketing has become a powerful tool in shaping consumer preferences.

Similarly, social media advertising was found to have a noticeable effect on purchase decisions. Visually appealing advertisements, targeted promotions, and repeated exposure were identified as major factors that attract attention and influence buying intentions. However, the effectiveness of advertisements also depends on how well they align with the interests and needs of the audience.

Another important factor is online reviews, which significantly affect consumer trust. Many respondents rely on reviews and ratings before making a purchase, as they provide real-life experiences and reduce perceived risk. Positive reviews tend to encourage purchases, while negative feedback can discourage potential buyers.

The study also considered geographical and socio-economic factors, which influence access to technology, brand awareness, and spending capacity. Respondents from urban areas with better internet access showed higher engagement with social media platforms, thereby experiencing greater exposure to digital marketing strategies.

Furthermore, the research highlights the role of consumer characteristics such as attitude and behaviour. Youth are generally more open to trying new products and are influenced by trends, peer opinions, and digital content. Their purchasing decisions are not only based on necessity but also on social validation and personal preferences shaped by online interactions.

The data was collected using a structured questionnaire based on the Likert scale, which helped measure respondents’ levels of agreement and provided quantifiable insights. The use of charts and diagrams made it easier to interpret patterns and trends in the data. Additionally, references from academic journals supported the findings and provided a theoretical foundation for understanding consumer behaviour in the digital age.

Overall, the discussion indicates that social media plays a crucial role in influencing the purchase decisions of youth. Among all factors, influencers and online reviews emerge as the most impactful, followed by advertising and socio-economic conditions. The

findings emphasise the growing importance of digital platforms in modern marketing strategies and consumer decision-making processes.

IX. CONCLUSION

The present study highlights the significant role of social media in shaping the purchase decisions of youth. With the rapid growth of digital platforms, social media has become an integral part of the daily lives of young consumers, influencing not only their preferences but also their final buying behaviour. The findings of the study clearly indicate that factors such as social media advertisements, influencer marketing, online reviews, and peer recommendations play a crucial role in guiding purchase decisions.

It has been observed that youth are highly responsive to content shared on social media platforms, as it provides easy access to product information, comparisons, and real-time feedback. The interactive and engaging nature of these platforms enhances trust and encourages consumers to make informed decisions. Influencers, in particular, have a strong impact on consumer perception, as their recommendations are often perceived as authentic and relatable.

Furthermore, social media has reduced the gap between companies and consumers by enabling direct communication and personalised marketing strategies. This has not only increased brand awareness but has also strengthened customer relationships. The study also reveals that promotional strategies such as discounts, offers, and referral codes shared through social media significantly influence purchasing behaviour.

In conclusion, social media has transformed the traditional consumer decision-making process and has become a powerful marketing tool in the digital era. Businesses must recognise its importance and strategically utilise social media platforms to effectively target and engage the youth segment. By creating meaningful content, leveraging influencer collaborations, and maintaining transparency, companies can enhance their market presence and positively influence consumer purchase decisions.

REFERENCE

- [1] S. Abdul Kareem and P. Venugopal, "Social Media Influencers' Traits and Purchase Intention: A Moderated Mediation Effect of Attitude Towards Brand Credibility and Brand Familiarity," *FIIB Business Review*, 2023. [Online]. Available: <https://journals.sagepub.com/home/fib>
- [2] V. Chavare, A. Silva, and R. Vlaer, "Does Brand Attitude Complement Influencer Credibility in Shaping Purchase Intention of Indian Gen Z Consumers?" *International Education and Research Journal*, vol. 10, no. 9, pp. 175–186, 2025.
- [3] ET BrandEquity, "How India regulates its Social Media Influencers," *ETBrandEquity.com*, 2024. [Online]. Available: <https://brandequity.economictimes.indiatimes.com/news/digital/how-indiaregulates-its-social-media-influencers/114822510>
- [4] N. Jain, "The Influence of Social Media Influencers on Youth Consumer Behavior," *International Education and Research Journal*, 2025. [Online]. Available: <https://ierj.in/journal/index.php/ierj/article/view/4489>
- [5] S. E. Charan, "How Social Media Platform Affect Gen Z Consumer's Purchase Decision and Brand Loyalty in India through Influencer Marketing," 2025. [Online]. Available: <https://norma.ncirl.ie/9138/1/sohinaelizabethcharan>
- [6] S. Sardar and T. Vijay, "Social Media Influencers and Purchase Intention: A Review of Consumer Studies," 2025. [Online]. Available: https://www.researchgate.net/publication/390672149_Social_Media_Influencers_and_Purchase_Intention_A_Review_and_Research_Agenda