



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

A STUDY ON THE IMPACT OF INSTAGRAM AND YOUTUBE ON YOUTH BUYING BEHAVIOUR IN MADURAI CITY

Ms. U.Bharathi

Assistant Professor,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

D.Abigayil

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

R.Kanishia

Student,

*PG Department of Commerce with Computer Applications,
Mannar Thirumalai Naicker College,
Madurai, Tamil Nadu, India.*

Abstract

Social media platforms have become powerful tools influencing the buying behaviour of youth. Among them, Instagram and YouTube play a significant role due to their visual content, influencer marketing, and product reviews. This study examines how these platforms affect purchasing decisions among youth in Madurai city. The study focuses on the impact of reels, shorts, influencer endorsements, product reviews, and advertisements on consumer behaviour. Instagram has a stronger influence on impulse buying, while YouTube plays a key role in product search and decision-making. The study concludes that social media significantly shapes youth consumption patterns but also highlights the importance of honest reviews and informed purchasing.

Keywords: Social Media, Youth Buying Behaviour, Instagram Marketing, YouTube Reviews, Marketing, Consumer Behaviour.

1. Introduction

The rapid growth of digital technology and social media platforms has transformed the marketing landscape and consumer decision-making process. Instagram and YouTube have emerged as popular platforms among youth due to their engaging visual content and influencer-driven marketing strategies. These platforms not only provide entertainment but also serve as important sources of product information and brand promotion. Young consumers often rely on reels, shorts, tutorials, and reviews before making purchase decisions. In the 21st century social media has become powerful



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

communication and marketing tools among the various platforms available, Instagram and Youtube stand out as the most influential, especially among youth, due to their visual content, entertainment features, and direct engagement with brands and influencers.

2. Objectives of the Study

- To identify the influence of Instagram and YouTube on youth purchase decisions.
- To analyze the role of influencers, advertisements, and product reviews.
- To compare the level of trust between Instagram and YouTube promotions.
- To explore the positive and negative outcomes of social media influence on youth consumption.
- To analyse the factors that motivate youth to buy products (e.g., discounts, trends, influencer's credibility)

3. Research Design

The study adopts a descriptive research design to analyse the buying behaviour of youth influenced by social media platforms.

3.1 Primary Data:

Primary data refers to the information collected directly from respondents for the first time. In this study, the primary data is collected from the youth of Madurai city (18-25 years) through questionnaire.

3.2 Secondary Data:

Secondary data are already available from many sources such as books, journals, research articles, websites and online publication related to consumer behaviour.

3.3 Sample Size

Sample size is taken from the mentioned above from 86 members of respondents from youth in Madurai city.

3.4. Sampling Method

Convenience sampling method is used to select respondents who actively use Instagram and YouTube.

3.5 Tools Used for Analysis

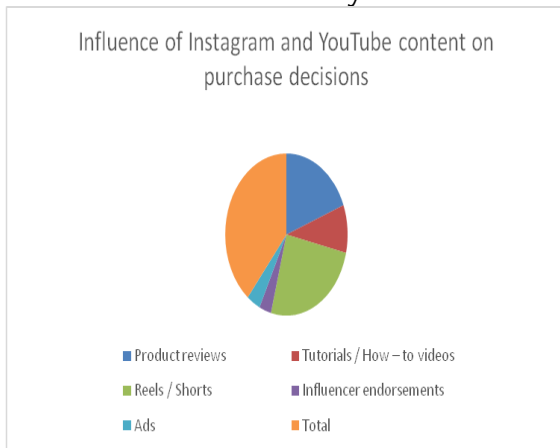
The collected data was analysed using percentage analysis, tables, and charts to identify patterns and derive meaningful interpretations

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
 PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

Data Analysis

Table 1: Influence of Instagram and YouTube content on purchase decisions

Source: Primary data



Interpretation:

The table reveals that the majority of respondents (65.1%) are most influenced by Reels/Shorts, followed by Product reviews (48.8%). About 24.4% are influenced by Tutorials/How-to videos, while only a small share is influenced by Influencer endorsements (8%) and Ads (6%). This shows that short, engaging content like Reels and Shorts has the greatest impact on influencing respondents' purchase decisions.

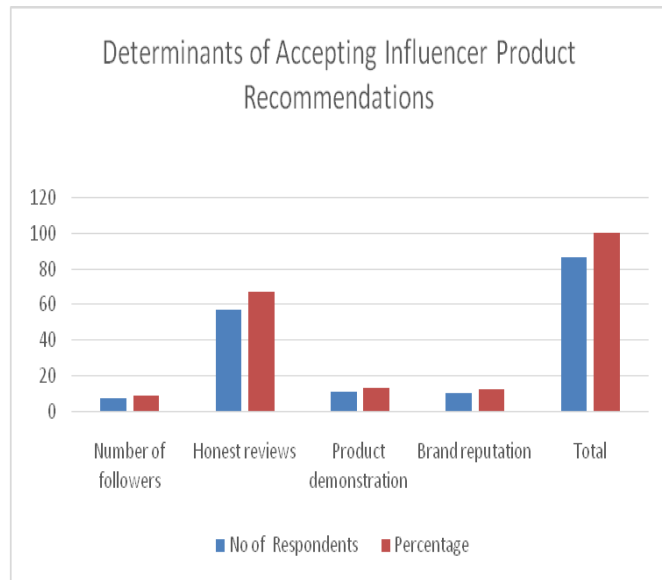
Table 2: Determinants of Accepting Influencer Product Recommendations

Options	No. of Respondents	Percentage
Product reviews	42	48.8
Tutorials / How - to videos	21	24.4
Reels / Shorts	56	65.1
Influencer endorsements	7	6
Ads	8	8
Total	86	100

Factors	No of Respondents	Percentage
Number of Followers	7	8.3
Honest Reviews	57	66.7
Product Demonstration	11	13.1
Brand Reputation	10	11.9
Total	86	100

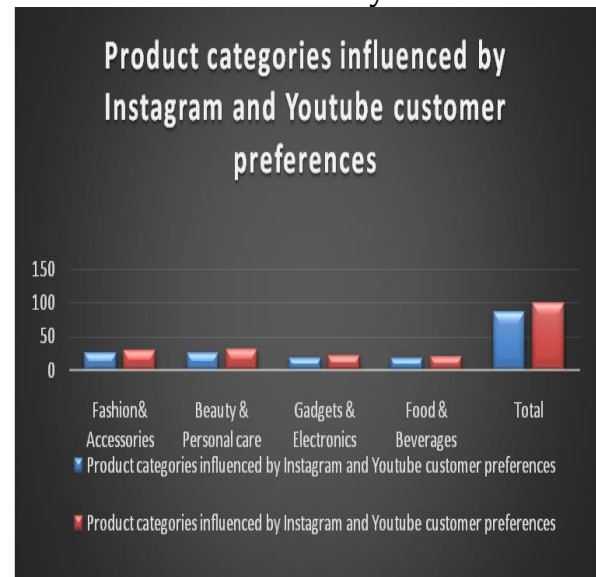
Source: Primary data

Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)
 PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026



Gadgets & Electronics	18	20.9
Food & Beverages	17	19.8
Total	86	100

Source: Primary data



Interpretation:

The table shows that honest reviews (66.7%) are the most influential factor in influencer product recommendations, followed by product demonstration (13.1%) and brand reputation (11.9%). The number of followers (8.3%) has the least impact, indicating that consumers value authenticity over popularity.

Table 3: Product categories influenced by Instagram and Youtube customer preferences

Products	No of Respondents	Percentage
Fashion & Accessories	25	29.1
Beauty & Personal care	26	30.2

Interpretation:

The table shows that highest number of respondents (30.2%) mostly purchase Beauty & Personal Care products through social media, followed closely by Fashion & Accessories (29.1%). About 20.9% buy Gadgets & Electronics, while 19.8% purchase Food & Beverages. This indicates that beauty, personal care, and fashion items are the most popular categories of products bought via social media platforms.



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

6. Findings

1. A majority of respondents are highly influenced by short video content such as Reels on Instagram and Shorts on YouTube.
2. Honest product reviews are the most important factor influencing youth purchase decisions.
3. Product reviews and tutorials play a significant role in building trust before buying.
4. Beauty & Personal Care and Fashion products are the most purchased categories through social media platforms.
5. Influencer credibility is valued more than the number of followers.

7. Suggestions

1. Brands should focus more on creating engaging short video content to attract youth attention.
2. Influencers should provide honest and transparent reviews to build long-term consumer trust.
3. Companies must improve product quality to match promotional claims made on social media.
4. Marketers should collaborate with credible influencers rather than focusing only on follower count.
5. Youth should verify product details and reviews before making purchase decisions to avoid impulsive buying.

6. Educational content about responsible spending can help youth make informed choices.

Conclusion

The study shows that Instagram and YouTube significantly influence youth buying behaviour in Madurai city. Instagram encourages quick and trend-based purchases through visual content, while YouTube supports informed decision-making through detailed product information. Although social media offers convenience and awareness, consumers must make careful purchase decisions. Authentic influencer marketing and improved product quality are essential for building long-term consumer trust.

References

1. Młodkowska, B. (2019). Influencers on Instagram and YouTube and their impact on consumer behaviour. *Journal of Marketing and Consumer Behaviour in Emerging Markets*. <https://doaj.org/article/711ff55c9af840429e3f023ca8592470>
2. Samarth, N. D., & Vinay, K. S. (2025). The impact of social media influencers on consumer behaviour: An exploratory study. *IJRASET*. <https://www.ijraset.com/research-paper/impact-of-social-media-influencers-on-consumer-behaviour>



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

PG Department of Commerce with Computer Applications, Mannar Thirumalai Naicker College, Madurai – March 2026

3. Sangeetha, A., Nikitha, A. C., & Kanmani, K. M. (2025). A study on impact of social media in buying behaviour with special reference to Madurai City. *International Journal for Multidisciplinary Research*.
<https://www.ijfmr.com/papers/2025/4/53627.pdf>
4. Jhinkwan, M., Upadhyay, A., & Bhatt, C. (2024). Impact of digital advertising by the influencers on consumers' online buying behaviour (special reference to Instagram). *Indian Journal of Mass Communication and Journalism*.
<https://www.journals.latticescipub.com/index.php/ijmcj/article/view/695>
5. Verma, S., & Dewangan, P. (2022). The impact of Instagram marketing on the buying behaviour of customers. *Journal of Survey in Fisheries Sciences*.
<https://sifisheriessciences.com/index.php/journal/article/view/1834>
6. Koay, K. Y., Teoh, C. W., & Soh, P.-H. (2020). Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. *First Monday*.
<https://firstmonday.org/ojs/index.php/fm/article/view/11598>
7. Patel, A. A. (2024). The impact of social commerce on consumer buying behaviour: Comparative study of Instagram and Facebook. *Journal of Informatics Education and Research*.
<https://www.jier.org/index.php/journal/article/view/1714>