

Youth Involvement in Purchase Decision

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RESEARCH PAPER

Abstract

This study explores the level and nature of youth involvement in purchase decisions, focusing on factors influencing their choices and their behavior as consumers. Using primary data collected from youth aged 15-30 years, the research analyzes purchasing patterns, influence factors such as peers and social media, and brand consciousness. The findings highlight the growing autonomy and digital influence in youth buying behavior, providing insights for marketers targeting this demographic.

1. Introduction

In today's consumer-driven society, youth represent a vital segment with increasing purchasing power and influence. The involvement of youth in purchase decisions has evolved significantly, driven by greater access to information, digital connectivity, and a desire for self-expression. Understanding youth consumer behavior is essential for businesses aiming to align products and marketing strategies with this dynamic demographic. This paper investigates the extent to which young consumers are involved in their purchase decisions, the factors shaping these decisions, and their preferences in product categories.

2. Literature Review

Numerous studies have underscored the changing landscape of youth consumer behavior. Solomon (2017) notes that youth involvement in purchase decisions is influenced by a combination of personal, social, and psychological factors. According to Kotler and Armstrong (2018), digital platforms and peer influence play a critical role in shaping youth preferences. Schiffman and Kanuk (2010) emphasize that brand consciousness among youth is rising, but loyalty remains fluid as young consumers are open to experimenting with new products. Studies by Nielsen (2022) and Pew Research Center (2022) highlight

the dominant role of social media in youth purchasing behavior, underscoring the need for marketers to engage digitally.

3. Research Objectives

- To examine the degree of youth involvement in purchase decisions.
- To identify key factors influencing youth purchase behavior.
- To analyze preferred product categories among youth consumers.
- To assess the role of social media and peer influence on youth buying patterns.
- To evaluate brand consciousness and loyalty among youth.

4. Research Methodology

The study adopted a descriptive research design, using a structured questionnaire to collect primary data from 125 respondents aged 15 to 30 years. Convenience sampling was used to select participants from educational institutions and workplaces in urban areas. Data were analyzed using descriptive statistics and tabulated to present clear insights. Tables and graphical representations were prepared to visualize findings.

5. Data Analysis and Interpretation

Table 1: Age Distribution of Respondents

Age Group	Number	Percentage
15-20	35	28%
21-25	60	48%
26-30	30	24%

Interpretation: The largest group of respondents belonged to the 21-25 age range, indicating high engagement of young adults.

Table 2: Frequency of Self-Initiated Purchases

Frequency	Number	Percentage
Weekly	25	20%
Monthly	65	52%
Occasionally	35	28%

Interpretation: Majority purchase occasionally or monthly, indicating thoughtful buying behavior.

Table 3: Preferred Product Categories

Category	Number	Percentage
Fashion & Apparel	45	36%
Electronics	30	24%
Personal Care	20	16%
Food & Beverages	15	12%
Others	15	12%

Table 4: Influencing Factors

Factor	Number	Percentage
Social Media	45	36%
Friends/Peers	40	32%
Family	25	20%

Factor	Number	Percentage
Online Reviews	15	12%

Table 5: Brand Consciousness

Preference	Number	Percentage
Always prefer brands	50	40%
Sometimes prefer brands	60	48%
No brand preference	15	12%

6. Conclusion

The research reveals that youth are highly engaged in their purchase decisions, particularly in fashion and technology-related products. Social media and peer influence significantly shape their buying behavior. Brand awareness is high, though loyalty varies. Marketers must adopt digital strategies, personalization, and value-based branding to connect with youth consumers effectively.

7. Recommendations

- Enhance digital and social media marketing campaigns targeting youth.
- Optimize mobile-friendly e-commerce platforms.
- Encourage peer and user-generated content.
- Offer personalized products and loyalty programs.
- Focus on value-based and authentic brand messaging.
- Provide affordable pricing and special youth discounts.
- Engage youth in feedback and participatory marketing efforts.

8. References

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