



Social Media Consumption Among Indian College Students as an Indicator of Future Commerce

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Abstract- The digital revolution of commerce is upgrading and shaping the social media platforms that plays between the terms communication and consumption. This study shows the social media usage patterns that future drives of market demand among the college students in India. Using a mixed method approach, this study examines the preference of social media platforms for brand discovery, impact on purchase consideration through influencer marketing and the use of digital payment system. This study concludes that college students in India not only represent the next generation of consumers but also act as a indicators of how commerce will evolve in social media environment.

Keywords- Digital revolution of commerce, Social media platforms, Communication and consumption, Social media usage patterns, Market demand, College students in India, Mixed method approach.

I. INTRODUCTION

Traditional buying patterns are being distracted by the digital advancements in buying patterns. With this digital advancements, social media platforms plays an immense role in the society. Nowadays, social media platforms is not only to communicate others, it is now a brand discover engine, market place and also a catalyst for direct transactions. With this, college students are mostly engage in purchasing the desired things in digital platforms. Their adoption of social commerce, influencer marketing and digital payment offers an early view of how consumer behaviour will evolve in the coming decade.

II. SCOPE OF THE STUDY

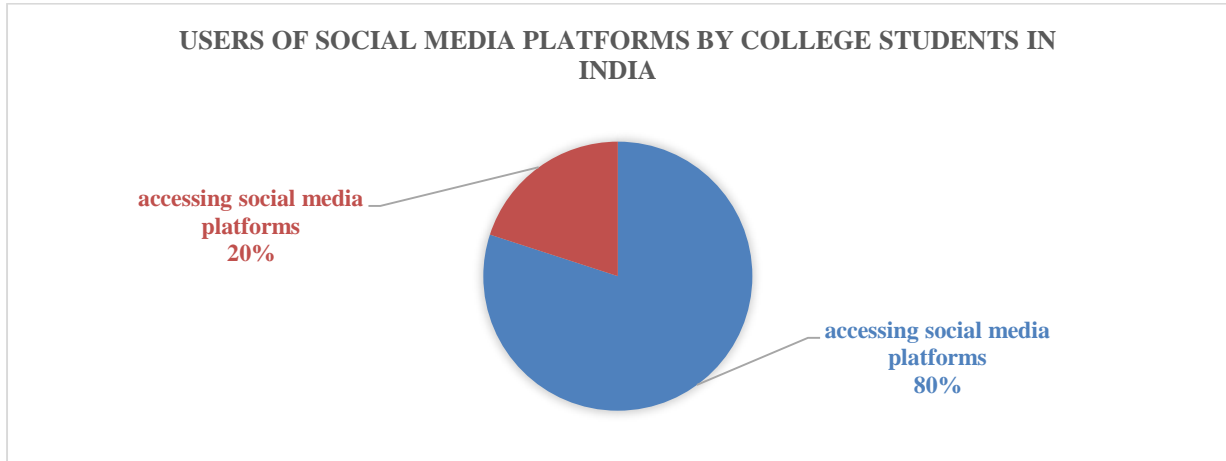
This research focuses on Indian college students, who actively use social media platforms. This study shows the habits of Indian college students regarding the often usage of social media platforms, brand discovery, purchase consideration through influencer marketing and digital payment system and also the social media users.

III. OBJECTIVES OF THE STUDY

- To analyse the preference of social media platforms among Indian college students.
- To examine the influencer marketing impact on purchase consideration.
- To know whether the payment is made through digitally or not.

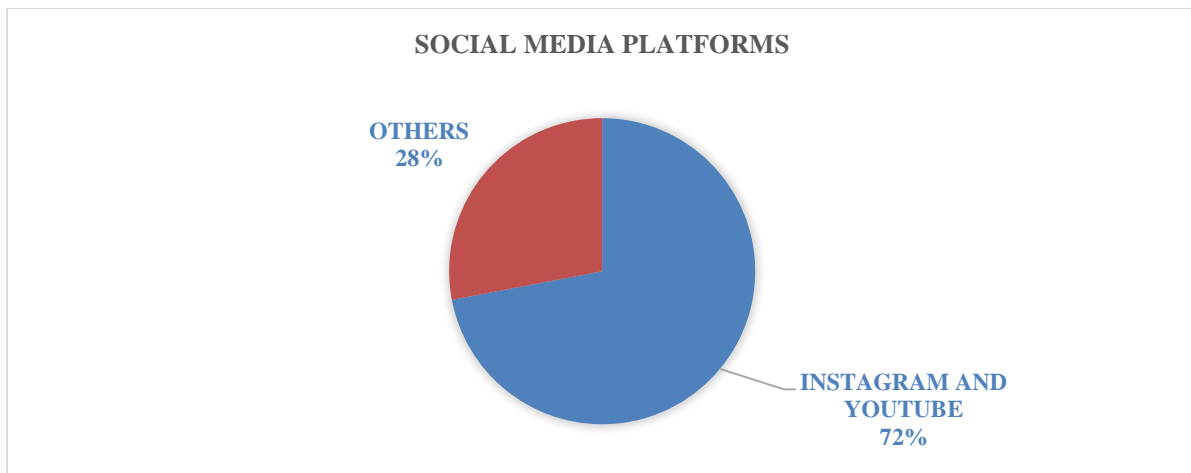


IV. DATA ANALYSIS AND INTERPRETATION



Through this, we come to know that 80% of Indian college students are accessing the social media platforms and 20% of Indian college students are not accessing the social media platforms

V. PREFERENCES OF SOCIAL MEDIA PLATFORMS USED BY COLLEGE STUDENTS IN INDIA FOR BRAND DISCOVERY



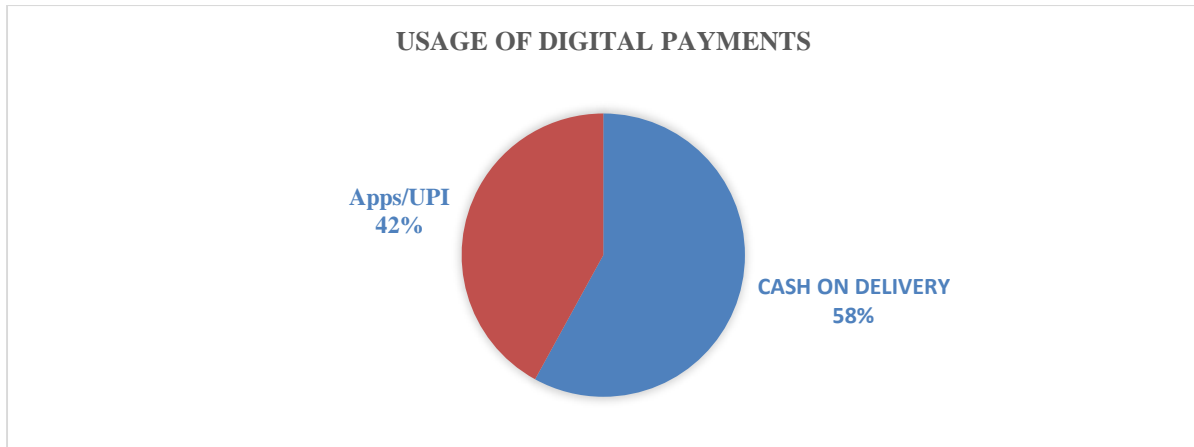
Through this, we come to know that Indian college students are preferring social media platforms called Instagram and YouTube at 72% and rest of other social media platforms at 28% for the discovery of brand.

VI. IMPACT OF INFLUENCER MARKETING ON PURCHASE CONSIDERATION

Through this, we come to know that, 64% of the college students are inducing to purchase by the influencer marketing and the rest 36% of the students purchasing by their own decision. 2. Hyper-Personalized Recommendations



VII. USAGE OF DIGITAL PAYMENTS



Through this, we come to know that, 58% Indian college students are buying products through cash on delivery and 42% of the students are making their payment through Apps or UPI transactions

VIII. CONCLUSION

This study indicates the growing level as a driver of future commerce. Students are not only consumers, they actively engage with brands, influencers and they help in shaping purchasing patterns and market trends. The often usage of integrated payments system, preference for frequent usage of social media platforms like Instagram and YouTube that responsiveness to influencer recommendations. The college students of India's current digital behaviours are upgrading the future trends in commerce, mainly adds fuel to the innovation in E-Commerce platforms.

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