# The Influence of Social Media on Product Usage and Consumer Behaviour among Generation Z in Mysuru District, Karnataka

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**Abstract**

*Social media has become a major force in shaping economies and cultures globally. The speed at which it has evolved is due to constant innovation and research, which has in turn driven significant changes in how economies operate. Over the past few decades, social media platforms have proliferated and expanded, leading to dramatic shifts in communication, marketing and consumer behaviour. Continuous innovation and research have accelerated the development of new features, platforms and technologies within social media. Social media's research not only affects globally but also in local markets. Understanding the intersection of social media influence and Generation Z consumer behaviour in specific locales like Mysuru District, Karnataka can help brands and marketers tailor their strategies to resonate with this influential demographic. MysuruDistric's residents are active on a variety of social media platforms, including Instagram YouTube and Tiktok. Mysuru District is home to a growing number of micro-influencers who have built a strong following within their local markets. Brands are leveraging the reach of these local influencers to connect with the Gen Z customers in marketing field in Mysuru Districts. In this research paper exploring how social media influences product usage and consumer behaviour, particularly among Generation Z in Mysuru District, Karnataka.*

**Keywords: Consumer Behaviour, Gen Z, Social Media, Influencer Marketing, Digital Marketing etc.**

## Introduction

The rise of social media has fundamentally reshaped the landscape of consumer behaviour and product usage, particularly among younger generations. Among these, Generation Z-those born roughly between the mid-1990s and early 2010s has emerged as a particularly influential demographic in the digital age. This generation, characterized by its extensive use of digital technology and social media platforms, exhibits unique patterns of consumption and brand interaction that differ significantly from previous generations.

In the context of Mysuru District, Karnataka, a region known for tis rich cultural heritage and evolving economic landscape, the impact of social media on Generation Z's product usage and consumer behaviour offers a fascinating case study. Mysuru, with its blend of

traditional values and modern advancements, provides a unique backdrop to examine how global digital trends are localized and how they influence the purchasing decisions of young consumers.

Social media platforms, including Instagram, Facebook, TikTok, and Twitter have become pivotal in shaping perception, preferences and purchasing behaviours. For Generation Z, these platforms are not just channels for social interaction but also essential tools for discovering new products, engaging with brands and sharing personal experiences. The integration of social media into daily life has led to a transformation in how this generation seeks product information, evaluates brand credibility and makes purchasing decisions.

In Mysuru District, where traditional markets coexist with burgeoning digital commerce, understanding the influence of social media on Generation Z's consumer behaviour s crucial for businesses, marketers and policymakers. This study aims to explore how social media affects product usage and consumer behaviour among this demographic, shedding light on their preferences, habits and the broader implications for local and global businesses.

By examining the dynamics at play, this research will provide valuable insights into the interplay between social media and consumer behaviour offering a deeper understanding of how digital trends are shaping the future of consumption in Mysuru District. This study explores complex relationship between social media platforms, product awareness and the purchasing decisions of Gen Z consumers in the Mysuru District of Karnataka, providing valuable insights for businesses looking to effectively engage this dynamic demographic.

## Objectives of the Research
**The Research Objectives are**
- To identify how various social media influence the buying decisions and product preferences of Generation Z in Mysuru District.
- To know how social media content affects the usage patterns of products among Generation Z.
- To examine the effectiveness of social media marketing strategies in shaping consumer attitudes and driving sales among Generation Z in the region.
- To offer actionable recommendations for businesses and marketers on how to tailor their social media strategies to better engage with Generation Z in Mysuru District.

## Review of Literature
Kalpana A M and Haenlein M in 2010, in her study on "Users of the world, unite the challenges and opportunities of social media", provide a foundational overview of social media's impact on both individuals and businesses. Her researches address various aspects of social media, its definitions, types and the implications for marketing and consumer behaviour. They highlighted the key contributions and insights regarding the influence of social media on various aspects of communication, marketing and consumer behaviour.

Theja H and Tombs L A in 2014, in her study on "Social media Fatigue: Factors influencing consumer attitudes towards social media"stating that repetitive advertising camping through social media will reduces the effectiveness of marketing efforts and leads to ad fatigue. Social media fatigue, outlining the key factors contributing to current phenomenon, its consequences for consumer behaviour and portential strategies for mitigating its effects and also suggests areas for future research to further understand and address social media fatigue.

Fulgoni G M and Morn M P in 2016, in his study on "The effectiveness of social media marketing campaigns"stated that current generation is more likely to engage with video content and influencer posts, which can significantly impact their product choices. The research also focused on matrics, strategies, challenges and future directions. Their analysis provides valuable insights for marketers looking to optimize their social media efforts.

Tuten T L and Solomon M R in 2017, in his study on "Social Media Marketing" highlighted that social media marketing effectiveness is often measured using metrics such as engagement rates, click-through rates and conversion rates. Understanding these Metrics and Return on Investment helps in optimizing marketing strategies. They worked on social media marketing, highlighted key strategies, challenges and future directions. Their study offers valuable insights for business looking to effectively on social media in their marketing efforts.

Djafarova E and Trofimenko O in 2019, in his study on "Exploring the credibility of social media influencer"stated that authentic and transparent communication is very crucial for building trust with Generation Z. They are adept at detecting inauthentic promotional content. They highlighted key attributes and impacts on consumer behaviour and considerations for marketers. Their research provides valuable insights into the factors that enhance credibility and its implications for effective marketing strategies.

Pew Research Centre in 2021, in their research work on "Social Media Use in 2021" highlights that Generation Z prefers visual and interactive platforms such as Instagram, TikTok, and Snapchat over traditional social media sites like Facebook are influencing the behaviour of the consumers and it impact on marketing. In their research report highlighted key trends, demographic insights and future directions. The report offers a comprehensive analysis of how social media is evolving and its implications for users and businesses.

**Research Methodology**

This research paper aims to outlines the approach taken to investigate and examine the influence of social media on product usage and consumer behaviour among Generation Z in Mysuru District, Karnataka. The methodology used for this study involves both primary and secondary data collection to provide a comprehensive analysis of the research topic. The primary data collected in the form of structured Google Questionnaires with the intention to gather first hand data from respondents regarding their social media usage, product preferences and consumer behaviour. Google form was used to design and distribute the Questionnaire. The questionnaire included various types such as Likert-scale (responses were analysed to gauge the intensity of respondents attitudes towards social media's impact on their product choices and behaviour), multiple-choice and demographic questions. Random sampling technique was employed to select respondents with 100 respondents sample size.The secondary data are collected from published and unpublished data through various sources including magazines, newspapers, booklets, websites and journals to provide contextual background and support the findings from primary data with existing literature and trends. The study aims to describe the characteristics of social media influence on Generation Z's product usage and consumer behaviour in Mysuru District. The study also explores new insights into how social media affects consumer behaviour patterns and product preferences among the target demographic. Chi Square Test used to analyse categories of data and test the independence of variables related to social media influence and consumer behaviour. Data is presented by using graphical charts to visualize trends and patterns. Frequency distributions were created to summarize responses and highlight key findings.

**Empirical Results Analysis and Interpretation**

The empirical results obtained from analysing the data collected through Google Forms from 100 respondents. The analysis focuses on understanding the influence of social media on product usage and consumer behaviour among Generation Z in Mysuru District, Karnataka. The results are interpreted to identify patterns, trends and significant findings related to social media's impact on consumer behaviour.

## Demographic Profile of the respondent

In order to analyse the demographic profile of the responses, especially responses I have taken from the entire nation. I have used chi-square test. For the demographic variables, if the p-value < 0.05, we reject the null hypothesis in favour of the alternative hypothesis, indicating a significant association. If the p-value >0.05, we fail to reject the null hypothesis indicating no significant association. If Gender, Age and Monthly income p-values were < 0.05, significant associations and accepted the alternative hypothesis. Education and occupation p-values were > 0.05, accepted the null hypothesis, indicating no significant association.

**Table 1 Demographic Profile**
**The Influence of Social Media on Product Usage and Consumer Behaviour among Generation Z in Mysuru District, Karnataka**

| Demographic Variable | Category | Frequency | Chi-Square | Degree of Freedom | p-value | Significance |
|---|---|---|---|---|---|---|
| Gender | Male | 68 | 6.48 | 1 | <0.001 Very low | Significant association between gender (H0 rejected) |
| | Female | 32 | 8.48 | | | |
| | Total | 100 | 12.96 | | | |
| Age | 21-30 years | 42 | 11.56 | 3 | <0.001 Very low | The age distribution is Significantly different form a uniform distribution across the categories (H0 rejected) |
| | 31-40 years | 36 | 4.84 | | | |
| | 41-50 years | 15 | 4.00 | | | |
| | Above 50 | 7 | 12.96 | | | |
| | Total | 100 | 33.36 | | | |
| Education | SSLC | 7 | 8.45 | 4 | <0.001 Very low | The education distribution is significantly different form a uniform distribution across the categories (H0 rejected) |
| | PUC | 20 | 0 | | | |
| | Graduation | 48 | 39.2 | | | |
| | Post-Graduation | 12 | 3.2 | | | |
| | Other Qualification | 13 | 2.45 | | | |
| | Total | 100 | 53.3 | | | |
| Monthly Income | Below 50,000 | 12 | 0.37 | 6 | <0.001 Very low | The monthly income distribution is significantly different from a uniform distribution across the categories (H0 rejected) |
| | 50,000-100,000 | 31 | 19.48 | | | |
| | 100,000-200,000 | 19 | 1.55 | | | |
| | 200,000-300,000 | 12 | 0.37 | | | |
| | 300,000-400,000 | 11 | 0.76 | | | |
| | 400,000-500,000 | 10 | 1.29 | | | |
| | Above 500,000 | 5 | 6.04 | | | |
| | Total | 100 | 29.86 | | | |
| Occupation | Business | 36 | 0.213 | 2 | <0.001 Very low | The distribution of occupations is significantly different from a uniform distributing across the categories (H0 rejected) |
| | Employed | 49 | 7.37 | | | |
| | Professionals | 15 | 10.09 | | | |
| | Total | 100 | 17.67 | | | |

**Sources: Google form**

In the above table 01 indicating that there is a significant association between gender and consumer behaviour because null hypothesis rejected. Male and females shows distinct differences in product usage influenced by social media. The age distribution significantly differs from a uniform distribution because null hypothesis rejected. This suggests varying levels of social media influence across age groups within Generation Z. The education distribution is significantly different from a uniform distribution. This indicated that educational background influences how Generation Z interacts with social media and product usage. The monthly income distribution is significantly different from a uniform distribution. Different income level show significant differences, indicating varying consumer behaviour across income brackets. Occupational influence not statistically significant, the data indicate that occupation may still play a role in shaping consumer behaviour and preferences. The differences in responses among the categories could be further explored. The analysis reveals strong association between gender, age, education and monthly income with consumer behaviour influenced by social media among Generation Z. While the occupational factor did not reach statistical significance, it remains an area for potential exploration. These insights can help marketers and businesses tailor their strategies to effectively engage this demographic.

## Social Media Usage

### Table 2.1

| Social Media Usage | Category | Frequency | Mean | Total Sub of Squares and Between- Group Sum of Squares | Rank Sums Squared | Hypotheses | Degree of Freedom | P - Value |
|---|---|---|---|---|---|---|---|---|
| Which social media platforms do you use regularly? (Select all that apply) | Facebook | 86 | 55.67 | 925.11 | 36 | 5.00. | 5 | 1 |
| | Instagram | 81 | | 622.25 | 25 | | | |
| | Twitter | 27 | | 830.69 | 4 | | | |
| | Snapchat | 79 | | 548.11 | 16 | | | |
| | YouTube | 48 | | 58.43 | 9 | | | |
| | Other (please specify) | 13 | | 1777.81 | 1 | | | |
| | Total | | | 3962.60 | 91 | | | |

Given that the p-value is 1, which is much greater than the typical alpha level of 0.05, we fail to reject the null hypothesis. This indicates that there is no statistically significant difference in the usage of social media platforms among the respondents. The analysis indicates a general usage of various social media platforms without significant differences, suggesting that users in this population tend to engage with multiple platforms rather than favouring one over the others.

### Table 2.2

| Particulars | Category | Frequen-cy | Mean | Total sub of squares and between group sum of squares | F-Statistics | Degree of Freedom |
|---|---|---|---|---|---|---|
| On average, how much time do you spend on social media daily? | Less than 1 hour | 39 | 2.1 hours | 25.6 | 29.0 | Between groups 3 and within groups 46 |
| | 1-2 hours | 24 | | 7.2 | | |
| | 2-4 hours | 27 | | 12.15 | | |
| | More than 4 hours | 10 | | 42.05 | | |
| | Total | | | 87.0 | | |

In the above table it cleared that the significant F-statistic suggests a strong likelihood that at least one group mean differs significantly from the others. The analysis suggests that time spent on social media is not uniform across different groups, indicating potential areas for targeted research and marketing strategies.

**Table 2.3**

| Particulars | Categories | Frequency | Mean | Total sub of squares and between group sum of squares | Degree of Freedom |
|---|---|---|---|---|---|
| What activities do you primarily engage in on social media? (Select all that apply) | Browsing news and updates | 16 | 16.67 | 7.18 | Between groups 5 and within groups 94 |
| | Engaging with brands | 11 | | 353.64 | |
| | Shopping | 9 | | 529.46 | |
| | Connecting with friends | 42 | | 26,934 | |
| | Watching videos | 20 | | 221.78 | |
| | Other (please specify) | 2 | | 430.18 | |
| | Total | 100 | | 28,476.97 | |

The data indicate that social media activities are not uniformly engaged in. The significant F-statistic implies that the activities differ greatly in popularity and frequency. From the above that connecting with friends is the most favoured activity, social media platforms may benefit form emphasizing features that facilitate social interaction and connectivity. Brands should consider tailoring their social media strategies to align with these preferences, promoting content that faster engagement and interaction among users.

**Influence on Product Usage**

**Table 3.1**

| Particulars | Categories | Frequency | Mean | Total sub of squares and between group sum of squares | Degree of Freedom |
|---|---|---|---|---|---|
| How often do you discover new products through social media | Very often | 19 | 25 | 685 | Between groups 3 and within groups 96 |
| | Sometimes | 22 | | 198 | |
| | Rarely | 45 | | 18000 | |
| | Never | 14 | | 1694 | |
| | Total | 100 | | 20576 | |

The data reveals that most respondents discover new products rarely through social media. This indicates a potential gap in social media's effectiveness for product discovery among users. Brands might need to enhance their social media strategies to engage users more effectively and encourage product discovery. Tailored content that resonates with user interests could be beneficial. This analysis indicates critical insights into consumer behaviour regarding social media and product discovery, suggesting opportunities for strategic enhancements in marketing approaches.

**Table 3.2**

| Particulars | Categories | Frequency | Mean | Total sub of squares and between group sum of squares | Degree of Freedom |
|---|---|---|---|---|---|
| How much do social media advertisements influence your purchasing decisions? | Very much | 39 | 25 | 7644 | Between groups 3 and within groups 96 |
| | Somewhat | 30 | | 750 | |
| | Not much | 21 | | 336 | |
| | Not at all | 10 | | 2250 | |
| | Total | 100 | | 10980 | |

The above table indicate that social media advertisements have a generally positive influence on purchasing decisions, particularly among a substantial portion of the respondents. A significant number of respondents feel influenced by social media advertisements, marketers should leverage this channel effectively to enhance product visibility and drive engagement. Future marketing strategies could focus on creating more targeted advertisements that resonate with user's interests as there is a clear acknowledgment of the advertisements impact on purchasing behaviour.

**Table 3.3**

| Particulars | Categories | Frequency | Mean | Total sub of squares and between group sum of squares | F-Statistics | Degree of Freedom |
|---|---|---|---|---|---|---|
| How much do social media advertisements influence your purchasing decisions? | Fashion | 39 | 16.67 | 19452 | 1866 | Between groups 5 & within groups 94 |
| | Electronics | 12 | | 261.73 | | |
| | Beauty products | 35 | | 11782 | | |
| | Food and beverages | 10 | | 444.88 | | |
| | Health and fitness | 2 | | 431.39 | | |
| | Other (please specify) | 2 | | 431.39 | | |
| | Total | 100 | | 32803 | | |

The results indicate that social media significantly influences purchasing decisions particularly for fashion and beauty product. Marketers should focus their efforts in these areas, leveraging social media strategies to maximize consumer engagement and conversion. SSB and high F-statistics reveal that the influence varies greatly among product types, warranting tailored marketing strategies for different categories. Brands should consider increasing their social media presence and advertising in categories where influence is recognized, such as fashion and beauty, while exploring innovative approaches for categories like food and beverages or electronics to enhance consumer engagement. These findings underline the importance of social media as a powerful marketing tool and highlight the necessity for targeted strategies to cater to different consumer interests.

**Findings**
1. There is a significant association between gender and consumer behavior, indicating distinct differences in how males and females engage with products influenced by social media.
2. The age distribution shows significant variation, suggesting that different age groups within Generation Z experience social media influence differently. This highlights the need for age-specific marketing strategies.
3. Educational background significantly impacts interaction with social media, affecting how Generation Z engages with product usage. Tailored content could enhance engagement based on educational levels.

4. Significant differences in consumer behavior across income brackets indicate that financial factors play a crucial role in how social media influences purchasing decisions.
5. While the occupational distribution did not show statistical significance, it still warrants further investigation to understand its potential influence on consumer preferences.
6. There are no significant differences in the usage of various social media platforms among respondents. This suggests that users are likely engaging with multiple platforms, providing marketers with a broader canvas for their strategies.
7. The analysis of time spent on social media reveals significant variability, indicating opportunities for targeted marketing efforts based on user engagement levels.
8. Connecting with friends is the most favored activity among respondents, indicating that social media platforms should focus on enhancing social interaction features. Brands should align their strategies to promote engagement and foster connections.
9. Most respondents report discovering new products rarely through social media, suggesting that brands need to improve their engagement strategies to enhance product visibility and user interest. Tailoring content to resonate with consumer interests can facilitate better product discovery.
10. Social media advertisements generally influence purchasing decisions positively, particularly among a significant portion of respondents. Marketers should capitalize on this influence by creating targeted, relevant advertisements that align with user interests.
11. Fashion and beauty products emerge as the most influenced categories, indicating a clear direction for marketers to focus their social media strategies. Tailored approaches for these categories can maximize engagement and conversion rates.

**Recommendations**
- Businesses should develop specific marketing strategies that address the distinct preferences and behaviors of different demographic groups, especially based on gender, age, education, and income.
- To increase product discovery through social media, brands should create more engaging content that resonates with their target audience.
- Focus on fashion and beauty products in marketing campaigns, utilizing the significant influence these categories have on purchasing decisions.
- Continuous monitoring of social media trends and user behaviors is crucial for adapting strategies to changing consumer preferences.

**Conclusion**

The analysis provides valuable insights into how social media influences product usage and consumer behavior among Generation Z in Mysuru District. By understanding the demographic variables and their impact on social media engagement, businesses can develop targeted marketing strategies that resonate with this dynamic consumer group. These findings underscore the importance of leveraging social media as a powerful tool for enhancing product visibility and driving consumer engagement.

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