

A STUDY ON YOUTH IN DIGITAL COMMERCE: ANALYSING REVENUE GENERATION THROUGH SOCIAL MEDIA WITH SPECIAL REFERENCE TO MALAPPURAM SOUTH

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ABSTRACT

In the digital era, social media has become a major driver of digital commerce, especially among youth who are active and influential online consumers. This study examines the role of youth in revenue generation through social media with special reference to Malappuram South. Primary data were collected from 122 respondents using a structured questionnaire through Google Forms, supported by secondary data from books, journals, and websites. Percentage analysis and chi-square tests were used for data analysis. The findings reveal that platforms like Instagram play a significant role in influencing youth purchasing behaviour, with customer reviews and influencer marketing strongly affecting buying decisions. The study concludes that social media significantly contributes to digital commerce revenue, irrespective of age and gender differences.

Key words: Digital Commerce, Social Media Marketing, Youth Consumer Behaviour, Revenue Generation, Influencer Marketing

INTRODUCTION

In the digital era, social media has become a powerful driver of digital commerce, transforming how businesses connect with consumers. Youth, as active and tech-savvy users, play a crucial role in shaping online purchasing behaviour and revenue generation. Platforms such as Instagram, Facebook, and YouTube influence product discovery, brand engagement, and buying decisions. Understanding the role of youth in social media-driven digital commerce is essential for businesses seeking sustainable growth in a competitive digital marketplace.

Research Background

The rapid growth of digital technology has transformed traditional commerce into social media-driven digital commerce. Youth, as active users of online platforms, strongly influence purchasing behaviour and revenue generation. However, limited empirical studies examine how social media marketing strategies impact youth buying decisions and business revenue, especially in emerging digital markets.

Objectives of the study

- To analyse the role of youth in digital commerce and revenue generation through social media.
- To study the influence of social media platforms on youth purchasing behaviour.

Statement of the Problem

- Social media has become a major driver of digital commerce, especially among youth.
- The study examines how youth engagement on social media contributes to business revenue

Scope of the study

- The study focuses on youth participation in social media-based digital commerce.
- It covers selected social media platforms within a limited geographical area.

Limitation of the study

- The findings are based on a limited sample and geographical area.
- Results may be affected by respondent bias and time constraints.

RESEARCH METHODOLOGY

Sampling plan

The study uses a Convenience sampling technique to analyse the role of youth in revenue generation through social media. A sample size of 122 respondents was chosen to ensure fair representation. Data were collected through a structured questionnaire.

Convenience sampling

The type of research used in this project is convenience in nature. The main goal of this type is to describe the data and characteristics about what is being studied. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Methods of the study

Data was gathered from both primary and secondary sources of information. The questionnaire is the source of collecting primary data and the secondary data are collected from various books, journals, websites.

1. **Primary data** – Primary data refers to information collected firsthand for the first time. In this study, primary data was gathered using a well-designed structured questionnaire, and the required information was collected through Google Forms.

I had a set of 25 questions and requested to the respondents for the correct information's through google forms.

2. **Secondary data** – Secondary data is a type of data that has been collected in the past. It includes various information's from books, websites etc.

Statistical tool

- Percentage Analysis
- Chi square

Percentage Analysis

Percentage analysis is a statistical tool used to analyse and interpret the data collected from respondents. It helps in understanding the distribution of responses and comparing different categories in a simple and meaningful manner. The formula used for percentage analysis is:

$$\text{Percentage} = \frac{\text{Total Number of Respondents}}{\text{Number of Respondents}} \times 100$$

Chi- square

Chi-square is a statistical test commonly used to compare observed data with data one would expect to obtain according to specific hypothesis. The chi-square test is always testing what scientists call the null hypothesis, between the expected and observed states that there is no significant difference result.

The formula for calculating:

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

ANALYSIS AND INTERPRETATION

Percentage Analysis

- The majority of respondents are youth aged 21–30 years, indicating that young adults are the most active participants in social media–based digital commerce.
- Instagram emerges as the most frequently used platform and the leading contributor to business revenue, highlighting its dominance in youth-oriented digital marketing.
- Most respondents spend 1–3 hours daily on social media and engage with it often, showing high exposure to digital advertisements and online content.
- Youth purchase products through social media occasionally, with fashion, accessories, and electronics being the most preferred categories.
- Customer reviews and influencer promotions strongly influence purchasing decisions, proving that trust-based and peer-driven marketing plays a vital role in revenue generation.

Chi-square

Chi-square analysis between age and role of youth in social media revenue generation Null hypothesis (H₀):

There is no association between Age and Role of Youth in social media Revenue Generation

Alternative hypothesis (H₁): There is an association between Age and Role of Youth in Social Media Revenue Generation

	Value	Df	Asymptotic Significance
Pearson Chi-Square	14.364 ^a	9	0.110
Likelihood Ratio	14.023	9	0.122
Linear-by-Linear Association	2.223	1	0.136
N of Valid Cases	122		

Interpretation: Since the Pearson chi-square value (0.110) is greater than the p-value (0.05), the null hypothesis is accepted. Hence, there is no significant association between age and the role of youth in social media revenue generation.

Chi-square analysis between gender and role of youth in social media revenue generation Null Hypothesis (H₀):

There is no association between Gender and Role of Youth in Social Media Revenue Generation

Alternative Hypothesis (H₁): There is an association between Gender and Role of Youth in Social Media Revenue Generation

	Value	Df	Asymptotic Significance
Pearson Chi-Square	9.098 ^a	9	0.428
Likelihood Ratio	10.084	9	0.344
Linear-by-Linear Association	.620	1	0.431
N of Valid Cases	122		

Interpretation: As the Pearson chi-square value (0.428) is greater than the p-value (0.05), the null hypothesis is accepted. Hence, there is no significant association between gender and the role of youth in social media revenue generation.

Findings

- The majority of respondents are youth aged 21–30 years, indicating that young adults are the primary users and contributors to social media–based digital commerce.
- Instagram is the most frequently used platform and the largest contributor to business revenue, highlighting its strong influence in youth-focused digital marketing.
- Most respondents spend 1–3 hours daily on social media, resulting in high exposure to online advertisements, influencer content, and promotional campaigns.
- Youth make occasional purchases through social media, with fashion, accessories, and electronics being the most preferred product categories, driven largely by customer reviews and influencer recommendations.
- Chi-square analysis shows no significant association between age ($p = 0.110$) or gender ($p = 0.428$) and the role of youth in social media revenue generation, indicating that social media’s revenue impact is consistent across different age groups and genders.

Suggestions

- Businesses should focus on Instagram-driven, youth-oriented marketing using influencers, short-form videos, interactive content, and integrated shopping features to increase engagement and sales, especially for fashion and electronics.
- To build trust and remain competitive, companies should encourage genuine customer reviews, maintain transparent communication, diversify across platforms, and regularly update strategies based on social media trends.

Conclusion

The study concludes that youth play a significant role in driving digital commerce through social media platforms, with Instagram emerging as the most influential medium for revenue generation. Purchasing decisions are largely shaped by customer reviews and influencer promotions, while age and gender do not significantly affect revenue contribution. Therefore, youth-focused, trust-based social media strategies are essential for sustainable digital business growth.

Review of Literature

- Brendan James Keegan & Jennifer Rowley (2017), “Evaluation and Decision-Making in Social Media Marketing”, developed a stage-based framework for evaluating social media marketing strategies.
- Rodney Graeme Duffett (2017), “Influence of Interactive Social Media Marketing Communications on Young Consumers”, examined the impact of social media marketing on adolescents’ attitudes and behaviour in South Africa.
- Priyanka P. V. & Padma Srinivasan (2015), “Impact of Social Media on Consumer Buying Behaviour”, identified factors influencing purchase decisions and customer loyalty through social media.

- Christopher Ratcliff (2014), “How Ford Mastered Its Social Media Strategy”, presented a case study highlighting effective social media practices adopted by Ford.
- Ates Bayazit Hayta (2013), “A Study on the Effects of Social Media on Young Consumers’ Buying Behaviours”, analyzed how social media influences purchasing behaviour based on age and education.

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