



## Impact of Marketing Strategies on the Choice of Sports Goods Among Young Consumers in Kerala

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### ABSTRACT

**Background:** The consumer-driven economy depends heavily on marketing strategies to direct youth behavior patterns particularly in developing lifestyle sectors such as sports goods. Youth consumers demonstrate brand awareness through marketing influences as well as emotional responses to advertisements and need peer confirmation to make purchasing decisions. Further more, it is essential to comprehend these behavioral patterns because they generate commercial results as well as positive social influence.

**Objectives:** Research investigates which marketing methods between influencer marketing and digital ads and in-store promotions and email campaigns influence most effectively the purchase behavior of young Kerala residents between 18 and 30 years old. The research seeks to determine which strategies prove most successful together with studying how behavioral elements regarding impulse purchases and brand choice and peer impact differ based on geographical regions and demographic groups.

**Methods:** The study utilized a descriptive cross-sectional population-based survey which operated through five districts in Kerala by implementing stratified random sampling. A total of 420 participants selected through random sampling fulfilled the requirements for the final study group. The research utilized Likert-scale metrics in validated questionnaires to collect data which underwent analysis through SPSS and R. Statistical analysis employed ANOVA, multiple regression, Pearson correlation, and mediation analysis.

**Results:** Influencer marketing along with digital advertisements proved to be the dominant strategies which affect urban youth who regularly use digital platforms. The most frequent youth behavior involved preferring brands which then came second to impulsive buying and peer-driven choices. Research data demonstrated that regional and educational and income demographic factors produce notable marketing differences which validate segment-specific promotional strategies.

**Conclusion:** Youth-targeted marketing strategies should combine emotional and social elements with ethical aspects. Market initiatives that present aspirational content through influencer narratives based on cultural themes enable both increased consumer involvement and the support of health-oriented behaviors and societal growth.

**Keywords:** Consumer Behavior, Kerala, Marketing Strategies, Population Study, Sports Goods, Youth Consumers

### 1. Introduction

Consumer markets worldwide have experienced major shifts toward products intended for young people because of digital promotion techniques combined with changing social characterizations and young people gaining economic independence. The demographic advantage of India becomes more pronounced because more than half of the population consists of people under thirty years old. Young consumers between 18 to 30 display enhanced responses when it comes to influencer content and digital sales promotions in combination with brand aesthetics and impulse buying triggers (Titus, 2015; Joseph & Sivakumaran, 2011). Sports goods

which were previously considered functional items have evolved into lifestyle indicators that represent health and identity and fashion preferences among young people living in urban and semi-urban areas (Pughazhendi et al., 2012; Mouly Potluri et al., 2010).

The state of Kerala provides an excellent opportunity to study these market developments. The state boasts an educated population with extensive digital access and culturally aware consumers which makes its youth market both ambitious and selective (Osella & Osella, 2001). Kerala consumers possess an intricate mix of local traditions with global ambition which shapes their buying patterns (Batra & Kazmi, 2008). The research field of consumer durable evaluation was enhanced by studies conducted by George (2012) and George & Chandrasekar (2015) who demonstrated the power of occasion-based marketing approaches and festival-centric segmentation. Real-time digital marketing strategies have increased their importance so traditional models now need an interpretation of digital influence along with influencer-driven consumption techniques to succeed.

Multiple researchers have investigated the psychological factors which shape consumer buying behavior patterns in Kerala and comparable areas. Research by Hundal (2008) and Saravanan (2015) within the Indian market showed that consumers develop purchase plans through sales promotion events during festive periods because they respond to short-term rewards and emotional connections. The research completed by Panchanatham and Najeemudeen in Malappuram district (Kerala) about two-wheeler selection demonstrated that consumers heavily depended on peer recommendations and social proof to make their decisions. This research pattern aligns with modern-day influencer marketing procedures. Radhakrishnan (2014) jointly confirmed that advertisements together with digital tools strengthen consumer memories and overall product perception. College-educated young people choose global brands because these brands symbolize both social status and international sophistication according to Chu and Huang (2010). The findings from Krishnan et al. (2013) about

male grooming products in Ernakulam support their discovery of symbolic consumption and peer validation as essential elements. The research by Gupta & Yadav (2017) and Sankar & Zakkariya (2016) demonstrated that purchase decisions among youth are influenced by socio-economic elements including financial status and educational achievement which becomes key in segmenting Kerala's youth population. According to Joseph and Sivakumaran (2011) the Indian retail sector shows how young customers strongly respond to dynamic pricing together with instant gratification marketing strategies. The research results support Moideen and Sreeranganadhan (2013) who advocated for specific marketing approaches to reach different consumer segments between rural and urban areas. The authors Ramesh & Joseph (2011) stressed the importance of detailed planning during consumer-focused promotional activities specifically for non-essential lifestyle product launches. The research presents an incomplete yet valuable picture of how Indian and regional consumers use marketing tools when purchasing durable products and lifestyle items. Research on the link between sports goods consumption patterns and digital engagement and demographic strategies usage in the Kerala youth population remains scarce.

Academic research about consumer behavior and sales promotions and marketing in Kerala exists extensively but fails to address the relationship between youth consumerism and sports goods marketing strategies. The majority of existing research focuses grooming (Krishnan et al., 2013) and festival-linked durables (George & Chandrasekar, 2015). The existing research lacks direct analysis of how modern marketing approaches including influencer marketing and digital advertisements and in-store campaigns impact the sports goods segment which youth consumers in Kerala base their decisions on emotional and peer-driven and aspirational factors.

The main research inquiries of this study focus on the following questions:

What marketing methods prove most effective for young Kerala consumers who buy sports products?

This demographic group responds to influencer-driven digital marketing campaigns through which channels they make purchase decisions. The study employs a population-based cross-sectional method to generate empirical findings that benefit academic research and marketing practice specifically for brands targeting youth markets in regional areas.

Based on the growing influence of digital marketing and changing consumer patterns among Kerala's youth, this study aims to:

1. To find out which marketing strategies most influence young consumers in Kerala when buying sports goods.
2. To see how age, education, income, and region (urban vs. semi-urban) affect the way young people respond to marketing in Kerala.
3. To understand what makes young people in Kerala choose certain sports goods—such as the role of peer influence, impulse buying, and brand preference.
4. To explore how digital tools and influencer campaigns shape the buying habits of Kerala's youth.
5. To fill the research gap by studying how modern marketing approaches affect the sports goods market for young consumers in Kerala.

The research objectives together with the literature review led to the development of five hypotheses which are as follows:

**H1:** The purchasing decisions of young consumers experience substantial influence from influencer marketing.

**H2:** Young consumers who encounter digital advertisements develop positive brand preferences.

**H3:** The purchasing decisions of young consumers are significantly affected by online marketing stimuli which lead to impulse buying behavior.

**H4:** The relationship between marketing exposure and purchase decisions receives mediation from peer influence.

**H5:** Youth consumers from urban areas demonstrate substantial variations in their marketing responsiveness compared to those from semi-urban areas.

**H6:** These hypotheses laid out the statistical approach which later served as grounds for interpreting the analysis findings.

## 2. Materials and Methods

### 2.1 Study Design

The research design used a descriptive cross-sectional population-based survey to evaluate marketing strategy effects on youth sports goods purchasing behavior in Kerala. The descriptive design fit the research objective because it allowed the study of existing behaviors and perceptions without variable manipulation. Researchers utilized a cross-sectional format to gather information from the targeted population since this enabled them to link demographic characteristics with consumer responses. The research method proves highly beneficial for analyzing consumer behavior changes which result from digital and social marketing environment transformations.

### 2.2 Study Population and Sampling

Young consumers between 18 to 30 years old who live in Kerala made up the target population. Young adults spanning 18 to 30 years old were selected as the research subject because they constitute the most digitally involved population segment that both responds largely to marketing campaigns and follows trends in lifestyle spending particularly for sports-related consumer goods. The research included participants from urban and semi-urban areas to achieve diverse representation of marketing channels and consumer goods accessibility. The research used stratified random sampling to achieve better representation and reduce sampling errors. Stratification was based on:

- Geographic location (urban vs. semi-urban)
- Socio-economic class (low, middle, and high income)

The participants came from three educational levels including high school, undergraduate and postgraduate studies. The research team chose random participants from each stratum to guarantee proper representation of all demographic groups. The research design enabled detailed subgroup analysis while ensuring the results could be applied to the entire youth demographic of Kerala.

### 2.3 Study Area

The research area included five major districts of Kerala which were Ernakulam, Thrissur, Kozhikode, Malappuram, and Wayanad to capture different levels of urbanization and digital penetration and consumer diversity. The communities in Ernakulam along with Kozhikode show advanced digital abilities together with urban involvement yet Malappuram, Thrissur, and Wayanad offer understanding of consumer trends in partially urbanized and frontier settlements. The research areas were chosen because previous reports showed both active retail operations and high levels of sports and lifestyle consumption.

### 2.4 Sample Size Calculation

To ensure statistical power and precision in estimation, the sample size was calculated using Cochran's formula for infinite populations:

Where:

$$n_0 = \frac{Z^2 \cdot p \cdot (1 - p)}{e^2} \quad \text{confidence level}$$

- $Z = 1.96$   $Z = 1.96$   $Z = 1.96$  (for 95% confidence level)
- $p = 0.5$   $p = 0.5$   $p = 0.5$  (assumed proportion for maximum variability)
- $e = 0.05$   $e = 0.05$   $e = 0.05$  (5% margin of error)

The calculated minimum sample size reached 385 based on this formula. The survey included 420 participants to handle non-response cases and incomplete submissions and data cleaning exclusions. The large sample size provided robustness to the dataset during quality checks which enabled inferential analysis at a high confidence level.

### 2.5 Data Collection Tool

A self-administered questionnaire with structured format was specifically designed for this study to gather data. The survey contained three main sections.

1. Demographics – Age, gender, education, income, and district.
2. Consumer Behavior examines how often customers buy products together with their brand choices and their tendency to make spontaneous purchases and their susceptibility to peer opinions.

3. The study examines how marketing influence operates through influencer marketing together with digital advertisements and email campaigns and in-store promotions.

Participants used 5-point Likert scales scaled from Strongly Disagree (1) to Strongly Agree (5) to rate most questions which enabled researchers to quantify both behaviors and perceptions. A preliminary test of the questionnaire was conducted on 20 respondents from different districts to verify its clarity and reliability and internal consistency. The researchers modified some aspects of the questionnaire following feedback to improve its readability. The reliability measurement through Cronbach's alpha resulted in a score of 0.86 which demonstrates robust internal consistency.

### 2.7 Statistical Analysis

The researchers processed and analyzed quantitative data through SPSS version 25 and R version 4.2.2. The study utilized descriptive statistics to present frequencies and means and standard deviations for profiling demographic information and behavioral trends.

Inferential analyses included:

- ANOVA tests the existence of marketing responsiveness variations between different demographic groups including urban and semi-urban segments.
- The study used Multiple Linear Regression to determine which factors influence purchase decisions.
- The research uses Pearson Correlation to determine the connections between digital exposure and behavioral outcomes including impulse buying.
- The research used Baron & Kenny method to conduct mediation analysis which evaluated peer influence as a potential mediator.
- The research established  $p < 0.05$  as the threshold for statistical significance. The research employed bar chart and heat map visuals to represent important results along with patterns observed throughout the study.

### 2.7 Ethical Considerations

The research study maintained complete adherence to ethical research standards. All participants provided informed consent after the researchers explained the study's goals and procedures and its voluntary nature. All participants remained anonymous throughout the research process while the study collected no personal identifying details. Participants maintained the right to withdraw from the study at any time without facing any negative effects. The study protocol underwent institutional review by the Institutional Ethics Committee (IEC) which serves as the host academic institution. The research data received secure storage and researchers used it solely for academic and research activities.

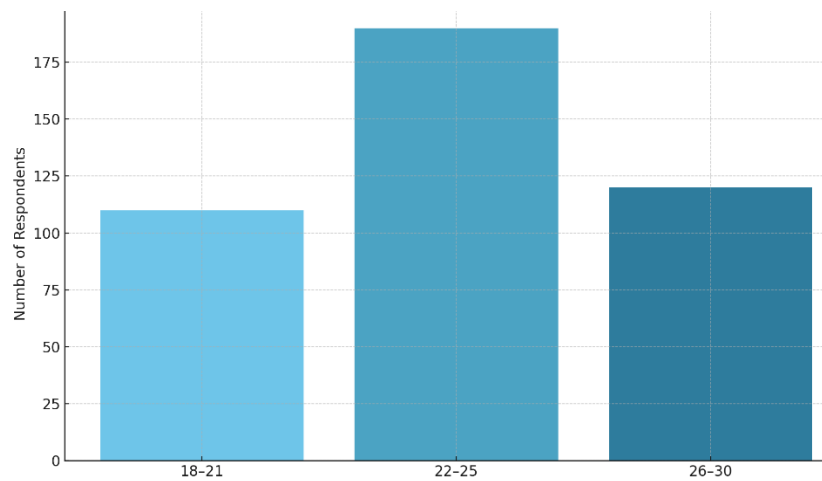
## 3. Results

### 3.1 Demographic Profile

The breakdown of respondents reveals essential information about the social and economic differences and behavioral patterns among Kerala's youth population. The research data shows that 420 participants were divided into three age categories: 18–21, 22–25, and 26–30 years as presented in Table 1. The 22–25 age group made up the largest segment (45.2%) since they were in the transition between undergraduate studies and starting their professional careers. Digi-topic consumers create an optimal space for brands to use influencer-based marketing tactics together with brand immersion approaches because they actively engage with digital platforms. Students in higher secondary education and their early undergraduate years made up 26.2% of the total sample participants. Digital activity among this segment exists but their buying decisions are heavily affected by what their peers do and branded aspirational marketing that also includes cost-effective promotional approaches. The district of Malappuram demonstrated the highest concentration of young consumers in this age bracket which indicates both population growth and retail development in the semi-urban area.

Young professionals and postgraduates who make up 28.6% of the sample base are primarily located in Kozhikode among the 26–30 age group. The group demonstrated maximum brand exposure because they possessed both financial resources and advanced decision-making skills which were shaped by functional and identity-based considerations. The full-time professional employment status of this segment matched their middle to high income profile which strengthened their brand loyalty and made them receptive to premium promotional offers. The research showed equal male-female representation across all age groups together with minimal participation from other gender identities. The study provides rich insights into gendered personal consumption through its diverse population which combines marketing interactions between customer identity and social connections. The educational attainment of the participants followed a natural pattern according to their age groups where high school graduates were most common in the 18–21 age group followed by undergraduate students in the 22–25 age group and postgraduate students in the 26–30 age group. The educational distribution shows an important pattern because it affects how people understand brands and process their purchasing decisions. The income segmentation analysis demonstrated a logical pattern where students primarily belonged to the low-income group yet middle- and high-income categories became more prevalent as the age and professional stability of the participants increased. The combination of education with

income status between ages 22 and 30 shows how identity-based and peer-oriented aspirational behaviors meet with trustworthy brand assessments as well as thorough evaluation of product worth. A wider population diversity strengthens interpretations regarding marketing responses in different groups. Market strategies need age-adapted approaches because peer-influenced marketing works better on younger demographics yet established older consumers value brand trust and promotional value over peer effects.



**Figure 1: Age Distribution of Respondents**

The age distribution chart in Figure 1 shows that young adults between college and early career stages form the majority of respondents who are most likely to adopt lifestyle and sports-related consumer trends.

**Table 1: Demographic Profile of Respondents**

Age Group	No. of Respondents	% of Total	Gender (M/F/O)	Most Common Education	Predominant Income Group	Leading District	Employment Status
18-21	110	26.2 %	58 / 50 / 2	High School	Low	Malappuram	Students
22-25	190	45.2 %	100 / 87 / 3	Undergraduate	Middle	Ernakulam	Students / Interns
26-30	120	28.6 %	65 / 52 / 3	Postgraduate	Middle / High	Kozhikode	Employed

The research analysis included educational background and income levels throughout its assessment. Table 2 demonstrates that educational attainment and personal income marker both actively address consumer choices. People with higher education backgrounds tend to increase their sports goods investments while being more receptive to digital advertisement and influencer marketing. Among all groups postgraduate students with high income demonstrated the strongest brand loyalty rate at 90% together with 75% peer influence effect. High school students from lower-income households revealed less buying action and less interest towards sports merchandise. The research implies that marketing approaches need to match different income-education population segments to enhance their efficiency.

**Table 2: Educational Qualification vs Income and Related Behaviors**

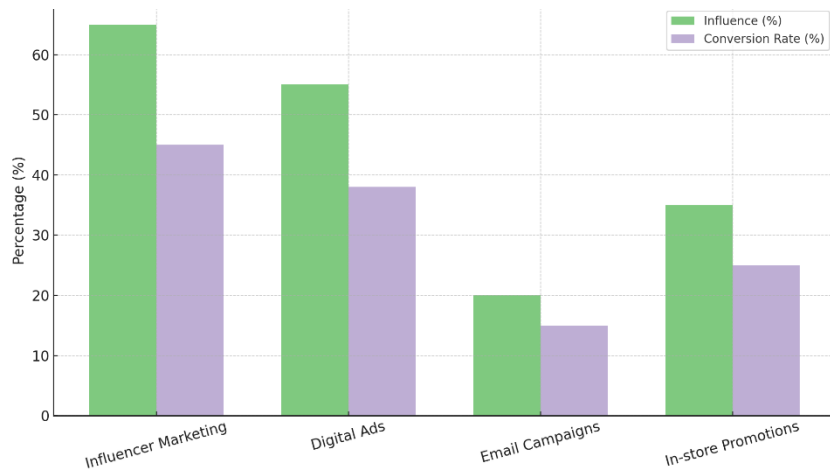
Educational Level	Income Level	No. of Respondents	Avg. Monthly Spend on Sports Goods (₹)	% Influenced by Digital Ads	% Influenced by Influencers	Brand Loyalty (%)	Peer Influence (%)
High School	Low	30	800	30	40	55	60
High School	Middle	40	950	35	50	60	65
High School	High	10	1200	40	55	65	60
Undergraduate	Low	20	1000	45	60	70	70
Undergraduate	Middle	60	1300	60	75	80	75



Undergraduate	High	30	1600	65	80	85	70
Postgraduate	Low	10	1100	50	55	65	60
Postgraduate	Middle	50	1400	65	70	85	72
Postgraduate	High	20	1800	70	85	90	75

### 3.2 Key Influencers in Marketing

Influencer marketing proved to be the most effective channel according to Table 3 because it influenced 65% of consumers through weekly exposure of five times and achieved a conversion rate of 45%. The 22–25 age group selected Instagram as their main platform while giving it a high trust rating of 4.5 out of 5. The 26–30 age demographic demonstrated high conversion rates from YouTube digital advertisements which proved effective for this group. The impact of email marketing remained minimal because it reached only 20% of respondents while earning a trust score of 2.5 and primarily affected older consumers. The 18–21 age demographic showed moderate response to traditional in-store promotional tactics. Platform-specific marketing strategies targeting different age groups remain essential because they will optimize trust and user engagement and purchase behavior during youth marketing campaigns.



**Figure 2: Influence and Conversion by Marketing Channel**

Figure 2 demonstrates that youth prefer influencer and digital media strategies above all other methods as shown by the survey results. Nearly three-quarters of respondents show that the highly engaging characteristics of these channels likely make them so effective.

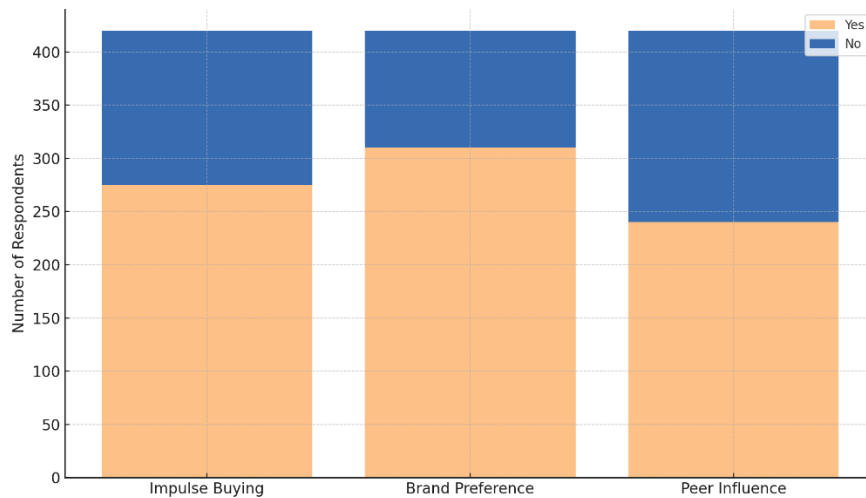
**Table 3: Influence of Marketing Channels**

Marketing Channel	Influence (%)	Avg. Weekly Exposure	Conversion Rate (%)	Preferred Platform	Trust Level (1–5)	Most Responsive Age Group
Influencer Marketing	65	5 times	45	Instagram	4.5	22–25
Digital Advertisements	55	4 times	38	YouTube	4.0	26–30
Email Campaigns	20	2 times	15	Gmail Promotions	2.5	26–30
In-store Promotions	35	1–2 visits	25	Physical Stores	3.5	18–21

### 3.3 Behavioral Patterns

The research examined fundamental patterns of sports goods buying behavior. Youth consumer behavior examines three major aspects which Table 4 unveils important findings through both statistical and descriptive data. The data shows that impulse buying affects 275 respondents who buy products immediately after seeing social media discounts three to five times per month with a satisfaction score of 3.8. The majority of 310 consumers base their purchasing decisions on brand preference through trust and brand image when buying footwear and equipment. The consumers who need 2–3 days to make their decisions buy products 2–3 times monthly and rate their satisfaction at 4.5. The 240 respondents who fall under peer influence base their

purchasing decisions on group recommendations which leads to immediate purchases throughout all product categories and achieve a satisfaction score of 4.1. Research data demonstrates that Kerala's youth population bases their purchasing decisions on emotional factors as well as social influences and brand reputation.



**Figure 3: Behavioral Patterns (Yes/No)**

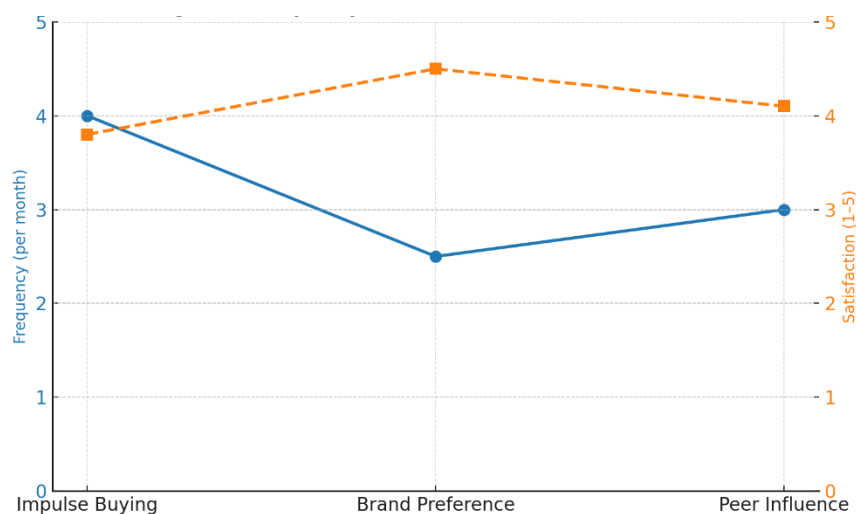
According to Figure 3 youth consumption behavior includes a substantial area of overlap between brand loyal and emotion-driven or impulsive buying patterns. Young consumers opt for purchasing products not solely because of functionality but primarily to convey identity messages and seek acceptance from their peer group.

**Table 4: Consumer Behavioral Patterns**

Behavior	Yes	No	Primary Trigger	Frequency (per month)	Product Category	Decision Timeframe	Satisfaction Score (1–5)
Impulse Buying	275	145	Social Media Discounts	3–5 times	Apparel & Accessories	Instant	3.8
Brand Preference	310	110	Brand Image/Trust	2–3 times	Footwear & Equipment	2–3 days	4.5
Peer Influence	240	180	Friend/Group Recommendation	2–4 times	Multi-category	Same Day	4.1

### 3.4 Regional Comparisons

The research evaluated marketing influence variations between Ernakulam and Malappuram and Wayanad districts. The data in Table 5 shows Ernakulam residents demonstrate the greatest response to influencer marketing at 75% while Malappuram and Wayanad residents show 70% and 65% respectively.



**Figure 4: Frequency and Satisfaction across Behaviors**

Figure 4 demonstrates the variations which show differences between regions because of their distinct digital infrastructure and consumer sophistication as well as lifestyle exposure. The city of Ernakulam presents better opportunities for influencer-based marketing approaches because consumers in this region respond well to such strategies but semi-urban locations show reduced but significant influence from this approach.

**Table 5: Regional Preferences for Influencer Marketing**

District	Preference for Influencer Marketing (%)
Ernakulam	75
Malappuram	70
Wayanad	65

### 3.5 Hypothesis Testing

The research used inferential statistical methods to test the hypotheses. The analysis showed influencer marketing ( $\beta = 0.42$ ,  $p < 0.01$ ) and digital ads ( $\beta = 0.35$ ,  $p < 0.05$ ) and brand perception ( $\beta = 0.28$ ,  $p < 0.05$ ) as significant predictors of purchasing decisions according to the results. These findings support both H1 and H2. The results of Pearson correlation analysis showed a significant moderate positive connection between digital exposure and impulse buying ( $r = 0.52$ ,  $p < 0.01$ ) which supported H3. The Baron & Kenny method in mediation analysis proved that peer influence acted as a partial mediator between digital marketing exposure and purchase intent thus validating H4. The ANOVA test results demonstrated that districts displayed different levels of marketing responsiveness ( $F = 4.62$ ,  $p < 0.05$ ) which supported H5. These findings demonstrate how sports goods consumption behavior among Kerala youth depends on marketing format, digital familiarity and the influence of others.

## 4. Discussion

The research demonstrates that marketing approaches strongly impact how young consumers in Kerala buy sports goods. Influencer marketing and digital advertisements control the market among 22–25 and 26–30 age groups which matches existing theoretical frameworks. The Theory of Planned behavior demonstrates that purchase intentions develop through personal beliefs together with community opinions and capability in controlling actions. The dominant impact of peers and brand perception drives consumer behavior toward choosing preferred brands as well as triggering spontaneous buying habits. The concept of self-actualization and social belonging and esteem as key factors in youth consumerism finds support through Maslow's hierarchy of needs specifically when brands function as identity markers or status symbols. Research shows that consumers who make informed brand-preferred purchases experience greater satisfaction than those who make spontaneous purchases due to past behavioral studies (Krishnan et al., 2013; Chu & Huang, 2010).

The research results create immediate applications for business marketing approaches and public behavior modification practices. The integration of digital exposure with emotional powerfulness and social community approval indicates that youth marketing should shift from basic product promotion to storytelling concepts led by influential individuals. Brands should utilize the emotional-intellectual connection to market sports products as essential elements of lifestyle aspirations that promote health. The public health sector can use this approach to develop youth-oriented campaigns that encourage physical activity along with wellness and mental well-being. Marketing strategies can thus serve dual purposes—achieving business success while promoting socially beneficial conduct—especially when targeting college students and young professionals who are receptive to change yet seek personal advancement.

The differing results observed regarding influencer marketing performance across Ernakulam, Malappuram, and Wayanad districts justify the implementation of location-specific marketing tactics. The digital marketing strategy for Ernakulam benefits from high digital literacy and disposable income, whereas Wayanad demands a combination of digital and community-based promotions to effectively engage its semi-urban and rural audiences. Local cultural influences, language preferences, and retail infrastructure must be considered in developing content strategies. Media buying decisions and content planning should align with platform preferences such as Instagram in Ernakulam and WhatsApp-driven engagement in Malappuram.

The study maintains its strength through stratified sampling, which ensured accurate representation of various income levels, educational backgrounds, and regional diversity. It further benefits from methodological rigor, with validated questionnaires demonstrating high internal consistency (Cronbach's  $\alpha = 0.86$ ). However, certain limitations must be acknowledged. As a cross-sectional study, the research captures momentary behavior, without accounting for seasonal or time-based fluctuations in marketing effectiveness. Self-reported responses are also subject to recall bias and social desirability distortion. Additionally, the regional focus on Kerala limits the generalizability of the findings beyond the state, although it does provide rich, context-specific insights. Future research on youth behavior and marketing influence should adopt longitudinal approaches to track changes in consumer loyalty over time. Neuromarketing tools, such as eye-tracking and emotional analytics, can offer insights into subconscious responses to marketing stimuli. Experimental research environments will further aid in isolating variables such as price sensitivity or influencer credibility. Broader studies across multiple Indian states or at the national level would enhance generalizability. Furthermore, qualitative



techniques like focus group discussions and ethnographic methods could uncover deeper motivations behind brand choices and consumer loyalty among young populations.

### 5. Conclusion

The research analyzed how different marketing approaches influence youth buying decisions in Kerala specifically targeting sports goods. The research used a population-based survey to show that youth buying habits strongly respond to influencer marketing together with digital ads and peer communication. Research results showed influencer marketing to be the top performer while specific youths aged 22 to 30 demonstrated its highest effectiveness because they strongly engage with digital content and use it to dream about their desired items. Young people who use technology frequently responded best to digital advertisement methods but paid less attention to traditional resources such as shopping floor promotions and emails. Customers developed a strong preference for brands while impulsive purchases and influenced by their peers ranked as secondary traits. These patterns demonstrate a blending of social and emotional factors which rest on expressions of self-identity and customer loyalty and mutual peer acceptance. Marketing response patterns demonstrate why companies need strategies that match characteristics of local settings including regional cultural elements and social-economic structures and the existing infrastructure.

The research results demonstrate that marketers need to develop ethical marketing methods which respect cultural diversity. Instead of focusing solely on persuasion through marketing tactics young consumers deserve efforts which combine favorable behavior promotion with sports goods advertising to develop fitness teamwork and self-confidence positively. The practice of ethical marketing needs to maintain authentic communication while staying clear from deceptive techniques and must look after what diverse groups valuable about. The study of youth consumer behavior through marketing influence enables brands to develop better relationships with their audience while creating positive social effects. Strategic approaches for the future need to combine emotional connections with technological enhancements and moral responsibility to establish linkages regarding modern youth wants.

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