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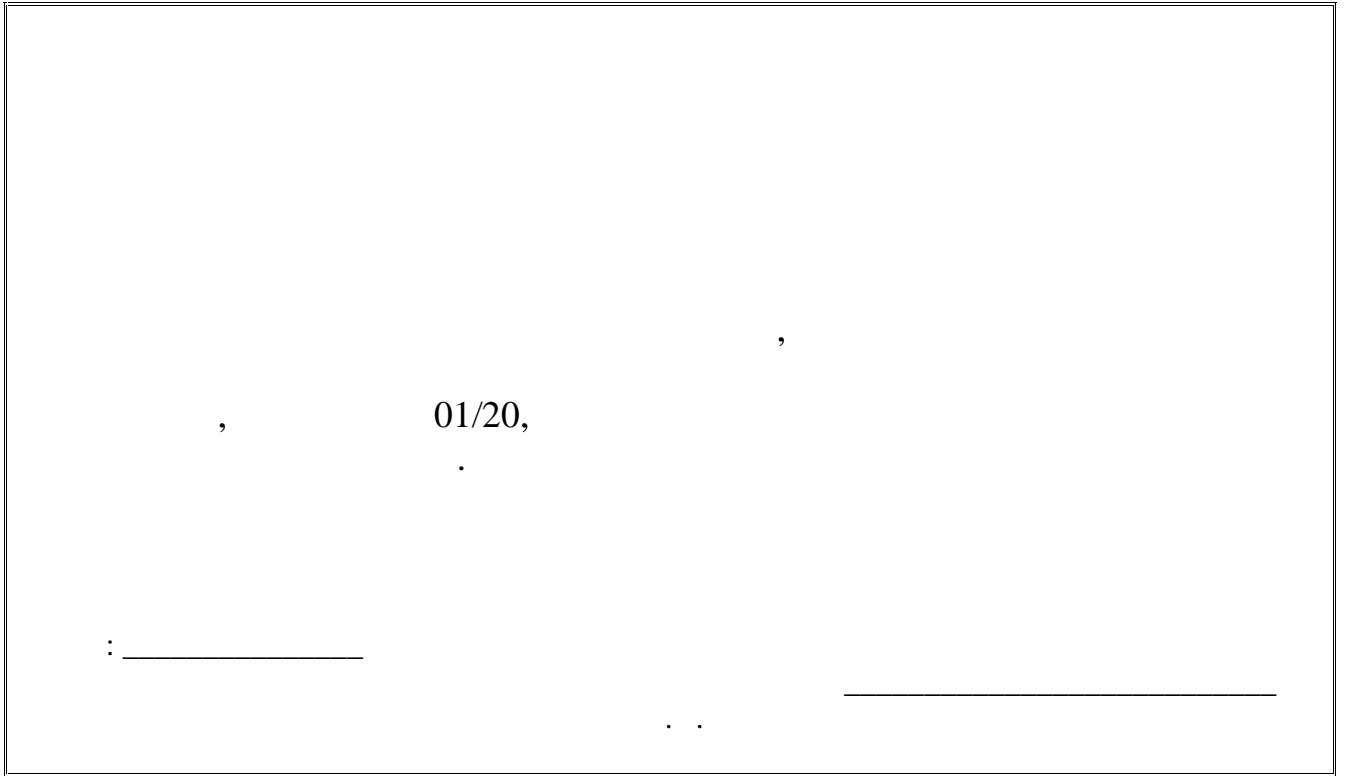
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RESEARCH DESIGN

1. Introduction:

The purpose of this research is to investigate the impact of social media on the purchasing behavior of young adults. The study aims to identify the factors that influence their decision-making process and to provide insights for marketers and policymakers.

2. Research Objectives:

- To determine the extent of social media usage among young adults.
- To explore the relationship between social media usage and purchasing behavior.
- To identify the key factors that influence purchasing decisions on social media.

3. Methodology:

The study will employ a quantitative research design using a survey method. Data will be collected from a sample of young adults aged 18-25. The survey will include questions about their social media usage, their purchasing behavior, and the factors that influence their decisions.

4. Data Collection and Analysis:

Data will be collected through an online survey. The data will be analyzed using statistical methods, including descriptive statistics and regression analysis, to test the research hypotheses.

5. Expected Outcomes:

The research is expected to reveal the significant impact of social media on the purchasing behavior of young adults. It is anticipated that social media usage will be positively correlated with purchasing behavior, and that factors such as social influence and convenience will be key drivers of purchasing decisions.

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