# Contribution of Social Media Marketing to Genz's Buying Behavior

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**Abstract:-**

This study has been further undertaken to investigate the hitherto ignored areas of the impact of social media advertising on Generation Z (Gen Z), especially in terms of their buying behavior. Despite a plethora of research, there are still areas that require further exploration, such as Gen Z's preferred social media platforms, their level of trust in user-generated content, the effectiveness of targeted ads, and the impact of micro-influencers. Moreover, there is a dearth of research on how social media affects Gen Z's social, emotional, and academic development.

To bridge these gaps, an all-encompassing research methodology has been proposed. A descriptive research design has been adopted to study and describe Gen Z's existing buying behaviour in the context towards the social and media marketing process. It revolves around Gen Z group in India, aged between 10 and 30 years old. To name a few: simple random sampling, systematic random sampling, and cluster sampling. The data collection methods include surveys, interviews, and observations.

The proposed analytical tools include descriptive statistics, percentage analysis, t-tests, and linear regression, with potential software choices such as SPSS, Excel, Google Analytics, and Tableau. The research objectives include investigating the level of trust in user-generated content, identifying the factors that foster brand loyalty, and examining the impact of social media into the social, emotional, and academic as well as the growth among Gen Z.

In addition, this study has conducted a survey targeting Gen Z from various demographics to get to know deeper about their buying behaviour. The results of this survey will be presented later in the study.

In summary, this study aims to shed light over the intricate relationship between the social media marketing and the Gen Z's buying behaviour. The insights gained from this research will provide valuable information for marketers and businesses to develop effective strategies to engage with this demographic.

## 1.        Introduction:-

### Gen Z: The Social Savvy Generation and the Power of Social Media Marketing:-

Imagine there a generation born with a smartphone in their hand. Enter Gen Z, the digital natives who've never known a world without constant connectivity. Their fingers fly across touchscreens, navigating the ever-evolving social media landscape. These tech-savvy individuals are a force to be reckoned with, and businesses are taking notice. Generation Z, often referred to as Gen Z, constitutes individuals born in or after 2001. This generation has been nurtured in a completely digital environment, and their behaviors and preferences are significantly shaped by technology and the internet. This digitally adept generation is transforming various societal aspects, including the business world. Social media platforms, there are tons of platforms like Facebook, Instagram, Snapchat, Twitter, and YouTube, are instrumental in reaching out to Gen Z. These platforms have seamlessly integrated into their daily routines, and businesses acknowledge the critical role of social media marketing in effectively engaging this demographic. The influence of social media marketing on Gen Z's purchasing behavior is substantial. Gen Z consumers extensively use social media to discover new products, investigate brands, and make buying decisions. They highly regard authenticity, personalized experiences, and peer validation. Social media platforms offer them a forum to interact directly with brands, voice their opinions, and share their experiences. Numerous research studies underscore the considerable impact of the social media marketing towards the Gen Z's purchasing behavior. For example, a study by Kantar Millward Brown discovered that social media influence the purchasing decisions over 81% of the Gen Z buyers. Another research by Cassandra, Engine's insights and strategy group, found that 63% of Gen Z consumers prefer advertisements featuring real people over celebrities. Moreover, Gen Z's psychology and values guide their reactions to social media marketing initiatives. They place great importance on diversity, inclusivity, and social responsibility. Brands that resonate with these values and effectively convey their mission and purpose through social media marketing are more likely to attract Gen Z's attention and build loyalty.

To effectively engage with Gen Z consumers, businesses must comprehend their psychology and preferences. It is crucial to tailor social media marketing strategies that align with Gen Z's values and utilize platforms where they are most active. By doing so, businesses can take up all the power of social media marketing to effectively reach and engage the audience with this influential consumer segment. In conclusion, social media is a potent tool for marketing and engaging with Gen Z consumers. Gen Z heavily relies on social media platforms to discover and evaluate products, underscoring the significant impact of the social media marketing and their buying behavior. Businesses need to be understand to get the knowledge of Gen Z's psychology and preferences to devise effective social media marketing strategies that resonate with this influential consumer segment.

### 1.1        Unveiling the Social Media Powerhouses: Platforms Perfect for Reaching Gen Z

Exploring the Social Media Landscape for Gen Z. The social media landscape is a vibrant marketplace teeming with potential customers, and, uh, Gen Z holds the key. These digital natives, like, uh, they navigate platforms like Instagram, Facebook, YouTube, Twitter, and, uh, TikTok with, like, unparalleled ease, you know? Let's delve into these, uh, powerhouses and, um, explore how businesses can, like, leverage them to connect with this, uh, influential generation

- **Instagram: A Visual Playground for Brands and Influencers**

Imagine a vibrant mood board come to life – that's Instagram for Gen Z. This platform isn't just for teenagers anymore. It's a hub for aspiring entrepreneurs, students, and even homemakers to showcase their talents and connect with a dedicated audience. Brands have taken notice, using features like eye-catching stories; captivating reels

(short video clips), and high-quality posts to promote their products and build brand loyalty! Remember the rise of Instagram Reels after TikTok's ban in India? It perfectly illustrates how platforms adapt to capture Gen Z's attention. People of all ages are getting benefits from Instagram now. It's an exciting time to hop on the Instagram bandwagon, join the thriving community, and explore all the possibilities this social media platform off. Let your creativity shine, build meaningful connections, and grow your brand presence. With over 1 billion monthly active users, the potential reach is immense! Showcasing your unique offerings has never been easier. Dive in, experiment, and discover what works best for you. The opportunities are endless.

- ### Facebook: The OG Still Packs a Punch (For Now)

While Facebook mightn't be the new kid on the block anymore, it a social media giant with a whopping 2.5 billion monthly users. While Instagram skews younger, Facebook caters to a broader demographic, offering businesses a chance to connect with a wider audience. However, don't underestimate the power of targeted marketing! Studies suggest that Facebook excels at lead generation. Making it ideal for promoting senior-oriented products that might not resonate as well on a platform like Instagram both Facebook and Instagram offer unique opportunities for businesses. It's essential to understand the differing demographics and optimize your marketing strategies accordingly.

- ### YouTube: The Learning Hub with Bite

YouTube as the world's second-largest search engine, but instead of text it thrives on video. With over 2.5 million monthly active users, it boasts a diverse audience, particularly strong among 15-34 year olds. This makes it a goldmine for businesses that rely on video content, like product tutorials, walkthroughs, and reviews. A study by Google themselves highlights

the platform's influence – 68% of YouTube users watch videos to aid purchase decisions. Gen Z, being the highly active online consumers they are, are heavily influenced by YouTube content. The popularity also attracts businesses looking to advertise their products to a wide audience. Additionally, YouTube offers creators the opportunity to monetize their content through ads, sponsorships, and merchandise sales. This has led to a rise in influencers who have built successful careers through YouTube. While the platform provides ample opportunities for businesses and creators, competition can be fierce, requiring a strategic approach to stand out in the sea of content. YouTube's impact on consumer behavior and content creation cannot be overstated. Businesses that understand and leverage the platform's reach can tap into a massive audience and drive growth. Whether it's through engaging tutorials or entertaining vlogs, YouTube remains a powerhouse in the digital landscape, shaping trends and influencing purchasing decisions.

- ### Twitter: The Pulse of What's Trending

Twitter thrives on short, snappy messages called tweets!! Allowing users to stay updated on current events and trends; it's a haven for tech-savvy individuals!! And those who crave the latest news. Interestingly?? 42% of US Twitter users fall within the 18-29 age range. Making it a prime spot to connect with a younger, college-educated demographic. Businesses can leverage this platform for real-time customer communication;; sharing valuable information; and building brand reputation! Studies by Twitter and Bain & Company show that 77% of users feel more positive about a brand that replies to their tweet this highlighting the power of genuine interaction.

- ### TikTok: The Short-Form Video Sensation

TikTok is another noteworthy social media trend. This video-sharing app is not even available in every country in the world, yet it has taken the world by storm. Its users can produce brief, entertaining films with various results and filters and share them. This app is a wonderful combination of creativity, entertainment, and staying up with fashionable trends. The best part is that a whopping 60% of TikTok users are between the ages of 16 and 24. Over 2 billion people have signed up on the platform, giving it a worldwide reach. Given these statistics, it's no surprise that businesses are taking notice and utilizing it to advertise their goods to potential clients. According to Kantar, 67% of TikTok users have found something unusual on it, and 50% of people have bought something from it.

Businesses can unleash the enormous potential of social media marketing in this dynamic and influential age by comprehending the distinct capabilities of each platform and ensuring content satisfies Gen Z's tastes for authenticity, visual storytelling, and real-time connection.

## 1.2    Advantages and Disadvantages of Social Media Market:

### ➤    Advantages of social media marketing

**1.    Cost\-Effective Approach:**
Social media marketing provides a cost-effective alternative to traditional marketing methods. Establishing a presence on popular social media platforms does not necessitate a significant financial investment, making it an affordable strategy for businesses, including those targeting Gen Z consumers.

**2.    Brand Building and Authority Establishment:-**
Social media marketing plays a pivotal role in brand development and positioning a company as a market leader. Consistent and strategic social media initiatives can enhance brand awareness and reputation among Gen Z consumers! A study conducted by Smart Insights supports this, revealing that 63% of Gen Z consumers believe social media is crucial for building a brand's image.

**3.    Increased Visibility and Ubiquity:**
Implementing social media marketing strategies can increase a company's visibility and reach among Gen Z consumers. Social media platforms provide businesses with a widespread presence, enabling easy access to their social profiles by customers and interested parties.

**4.    Enhanced Engagement and Interaction:**
The accessibility of businesses on social media fosters engagement and interaction between companies and Gen Z consumers. According to a study by GlobalWebIndex, 54% of Gen Z consumers prefer to interact with brands through social media, indicating that social media marketing provides an effective means for businesses to connect with Gen Z consumers

**5.    Two-Way Communication:**
Social media platforms facilitate two-way communication, enabling companies to actively engage with their target audience, including Gen Z. By providing opportunities for feedback, comments, and messages, businesses can establish a direct line of communication with Gen Z consumers, fostering a sense of trust and responsiveness.

Social media marketing, it's like totally proven to be a super cost-effective method for businesses, especially like those targeting Gen Z consumers. It totally aids in building brand identity and authority, like enhancing visibility and fostering engagement and interaction and stuff. Several like studies, you know, including those by Smart Insights and GlobalWebIndex, support the like impact of social media marketing on Gen Z buying behavior and the benefits it totally offers to businesses. So, like businesses totally need to jump on the social media marketing bandwagon to reach out to Gen Z consumers.

➢ **Disadvantages of social media marketing:**

**1.** **Potential for Negative Feedback**: While social media platforms provide businesses with increased visibility, they also open the door for negative comments or reviews. Gen Z, known for their outspokenness online, can post negative feedback that can impact a business's reputation. According to a study by Sprout Social, 58% of consumers have expressed dissatisfaction with a brand on social media. This means businesses need to be prepared to handle criticism in a public forum and have strategies in place to mitigate any potential damage to their reputation.

**2.** **Need for Creativity and Time**: Successful social media marketing requires more than just having a presence on social media platforms. It demands creativity, strategic planning, and consistent monitoring and updating of social media profiles. Businesses need to invest significant effort into creating engaging and compelling content that resonates with Gen Z. This not only requires a deep understanding of the target audience but also involves a continuous process of content creation and curation, which can be time-consuming.

**3.** **Resource Allocation**: While social media marketing is often seen as a cost-effective strategy, it does involve certain costs. Businesses need to allocate resources for various social media marketing activities. This includes content creation, community management, and customer service. These activities require dedicated personnel and time, which can add to the overall cost of social media marketing.

**4.** **Risk of Information Leaks**: Social media platforms are public forums, and there is always a risk of confidential information being leaked. Employees may unintentionally share sensitive information, or there could be a premature release of news or information due to a lack of regular monitoring. Such incidents can lead to negative publicity and potential harm to the brand's reputation.

While social media marketing offers numerous advantages, it also presents certain challenges. Businesses targeting Gen Z need to be aware of these potential pitfalls and develop strategies to effectively navigate them. This includes handling negative feedback, investing in creative content creation, managing resource allocation, and ensuring the security of information.

**1.3** **In terms of challenges, businesses encounter several common issues related to social media marketing, including:**

**1.** **Resource Resource Constraints**: Companies can face limited resources, such as budgets, personnel, and time, that are critical to effectively implementing social media marketing programs.

**2.** **Measuring ROI (Return on Investment)**: Assessing the impact and return on investment from social media marketing initiatives can be a complex task. It involves careful tracking and analysis of various metrics such as engagement, conversions, and brand sentiment.

**3.** **Managing and Expanding Social Presence**: Maintaining and expanding a social media presence requires consistent effort. Among these are strategies for audience growth, content creation, and community management.

**4.** **Integration of Social Media with Lead Generation and Sales**: Connecting social media marketing to lead generation and sales processes can be challenging. The importance of aligning social media strategies with overall marketing objectives cannot be overstated.

**5.** **Integration of Social Media with Other Marketing Channels**: Ensuring that social media marketing efforts are integrated with other marketing channels and campaigns is vital for delivering consistent messaging and a unified brand experience.

**6.** **Monitoring Social Media**: Keeping track of social media conversations, mentions, and trends requires

continuous monitoring. This helps identify opportunities, respond to customer inquiries, and manage reputation effectively.

If these challenges are not addressed properly, they can impact the effectiveness of social media marketing campaigns, particularly those targeting Gen Z consumers.

### 1.4          Social Media Marketing Trends of the Future:

Advertising on the social media platforms like Facebook, TikTok, Instagram, Twitter, and Orkut is witnessing a significant rise in popularity. Internet users take pleasure in curating their own pages and exploring those of their friends, making social media an optimal space for advertising. As per eMarketer, the global expenditure on social network advertising in the Social Media Advertising segment is projected to hit US$153,698 million in 2021. Moreover, it is anticipated to sustain an annual growth rate (CAGR 2021-2025) of 10.55%, culminating in a projected market volume of US$229,581 million by 2025. The impact of the social media marketing on the Gen Z's buying behavior is intrinsically linked to this trend. Gen Z, being a digitally adept generation, dedicates a substantial amount of time to social media platforms. They engage with a variety of content forms, including advertisements, while navigating these platforms. Social media marketing offers businesses an opportunity to directly reach and influence Gen Z consumers on the platforms they frequent. Research and studies have underscored the impact of social media marketing on Gen Z's buying behavior. For instance, a report by GlobalWebIndex discovered that 54% of Gen Z consumers prefer to interact with brands through social media. Additionally, a survey conducted by Morning Consult revealed that 74% of Gen Z consumers do discover the new products through surfing through social media ads. These findings underscore the importance of social media marketing in shaping Gen Z's purchasing decisions.

It's important to note that the cited statistics and projections are based on the information available at the time of
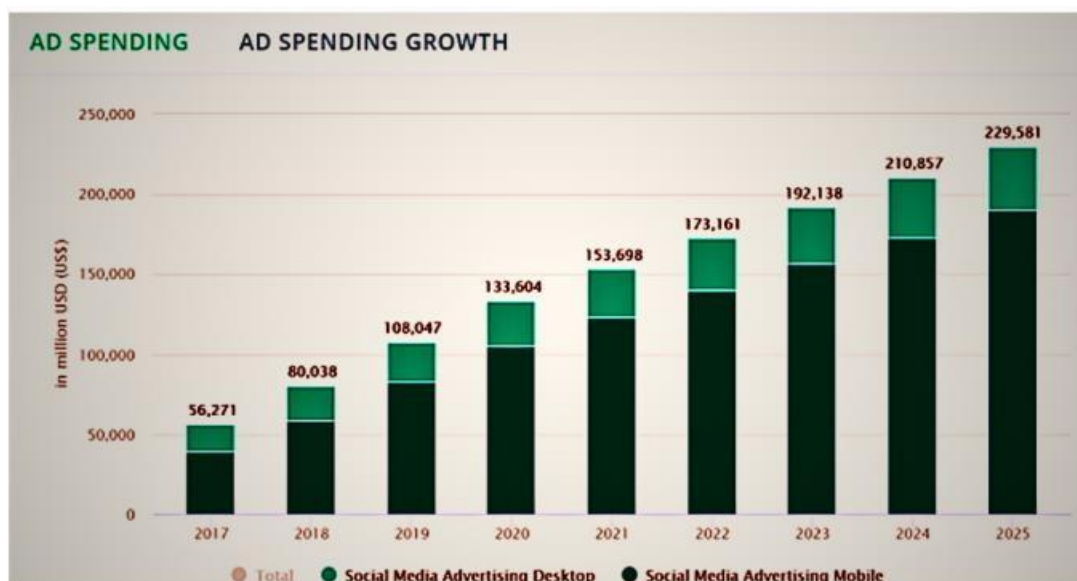


the research. As the digital landscape continues to evolve, businesses must stay abreast of the latest trends and adapt their strategies accordingly to effectively engage with Gen Z consumers.

### 2.          Literature Review:-

The advent of technology and the internet has fundamentally transformed the way individuals communicate and disseminate information, a phenomenon highlighted by Evans and McKee (2010). Social media has emerged as a primary conduit for online connectivity, gaining immense popularity (Stelzner, 2010). The proliferation of social

media has led to heightened situational awareness in digital environments across the globe (Mayfield, 2011), cementing the role of social media marketing as a cornerstone of marketing strategy (Cuming, 2008). It's noteworthy that these technological advancements have paved the way for novel methods of knowledge sharing and information exchange, with social media standing at the forefront of this revolution.

## 2.1          Who are Generation Z or Zer's?

Generation Z, also known as "Zers," is a demographic cohort succeeding Generation Y, or "Millennials." According to Brosdahl and Carpenter (2011), this generation includes individuals born from 1991 onwards. Gen Z holds the distinction of being the first generation to grow up with ubiquitous access to internet technology. This early exposure has resulted in a generation that is not just comfortable with technology but expects it to be an integral part of their lives. They spend a significant amount of time on social media platforms, engaging with various forms of content, including advertisements. These platforms offer businesses an opportunity to directly reach and influence Gen Z consumers. Gen Z is also known for their strong virtual connections, which serve as a support system helping them navigate the emotional and psychological challenges they encounter in their offline lives. However, this early and frequent exposure to technology has both positive and negative implications for Gen Z. On the positive side, it has made them adept at multitasking and processing information quickly. On the downside, it has been linked to shorter attention spans and a need for instant gratification. Understanding these characteristics and preferences of Gen Z is crucial for businesses    to    effectively    engage with      this      demographic.

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## 1.5 Gen Z's and Social Media

Generation Z, often referred to as "Gen Z," comprises the younger generations, particularly those currently in school, college, or who have recently entered the workforce. They are frequently characterized as technologically adept and highly style-conscious compared to their predecessors. The primary motivation behind Gen Z's engagement with online socializing is their desire to stay connected and informed about others. This demographic, encompassing individuals aged 14 to 25, exhibits a stronger inclination towards online social sites for communication and interaction with their acquaintances, compared to other generations. They also place high value on the opinions of others and actively provide feedback and comments about the brands, services, or issues they use or are involved with. Research has indicated an upward trend in Gen Z's usage of social media. However, further investigation is required to fully comprehend their social media activities and the subsequent impact on their behavior. This generation is highly engaged, consumes a vast amount of online content, and excels in creating mashups. They have a strong affinity towards online communication and prefer to participate and stay connected via readily available technology.

A review of the literature on the influence of Social Media Marketing on the current generation has synthesized objectives, methodologies, and findings:-

- A 2021 study by Vasan shows that the emergence of Web 2.0 tools is changing the way consumers interact with the web and has become an important tool for brand business and product support. This study aims to examine the impact of marketing campaigns using Web

2.0 tools on Generation Z purchasing decisions. Findings show that Web 2.0 tools provide important information to consumers, and the fun and entertainment these tools offer is highly appealing to Generation Z. Therefore, they tend to believe information published on the internet and social media. In addition, the research concluded that Web 2.0 tools have an impact on the purchasing decisions of Generation Z.

- In a 2020 study by Abilash and Lakshmi, researchers explored Gen Z's engagement through marketing. The aim of this study is to determine the factors affecting Generation Z's intention to purchase from marketing advertisements. Research results show that social media marketing has a greater impact on Generation Z than traditional marketing strategies. But marketers should ensure that ads appearing on various social media sites are targeted, informative, engaging and respectful of social media users' privacy, the researchers said. The research also revealed that some Generation Z participants use social media to stay informed about new products and services.

- The development of social media has affected people's interaction and information sharing, and many brands use this platform for business purposes. Popular social media platforms include Twitter, Facebook, Instagram, Snapchat and YouTube. However, the case is strong and with the emergence of new social applications such as TikTok, they have the potential to be successful with the audience, even if their popularity is short-lived. This trend has greatly influenced the purchasing behaviour of millennials, who often prioritize their needs over wants, and social media is playing an important role in improving this lifestyle. Influenced by fear of missing out (FOMO), millennials use social media to connect with others and create a sense of belonging while seeking validation. Brands looking to attract millennials are using social media and influencers to market their products and create lifestyle stories. Influencer events have a huge impact on both brands and consumers; viewers find their content more important and human. Brands and companies often rely on the support of influencers because of their presence and influence on their audience's thoughts and interests. That's why brands often send free products and packages to promote their pages or channels.

- Charuvila and Jnaneswa (2021) Charuvila and Jnaneswa cover the topic of social media in the digital age in their 2021 article titled "Influencer Marketing: Exploring the Current World of Generation Z and Previous Generation Alpha." They see that people are always on their phones or computers and social media has become a necessity for many people. Facebook, YouTube, Instagram, Twitter, Snapchat etc. in India. Popular social media platforms such as. Defined as people born between 1997 and 2010, Generation Z exhibits a comfort level with technology characterized by growing up in a connected environment. As of 2020, the age of Generation Z varies between 10 and 23. In a professional environment, Generation Z values flexibility, the ability to work remotely, collaboration, and integration of different devices. The authors emphasize the importance of understanding Gen Z's preferences and behaviors, especially in the context of influencer marketing.

- In a 2021 study by Khoa, Ly, Uyen, and Oanh, researchers investigated the impact of marketing campaigns on Gen Z's travel intentions. Travel demand of Generation Z is increasing. It was also found that the level of trust in user-generated content had a positive impact on internal travel intentions. This highlights the important role of marketing campaigns and user-generated content in shaping Gen Z's travel habits despite global competition.

- In a 2021 study, Sinha & Fung explored the evolution of micro-influencers on social media in the youth fashion industry. Their research shows the growing popularity of Gen Z micro- influencers and the attention they are receiving from online fashion and streetwear marketers such as Asos, Boohoo and Fashion Nova. These marketers use micro-influencers to promote their products on social media like Instagram using recommended content, often modeled by the influencers themselves. These emerging retailers are using social media micro-influencers in their marketing strategies, following the needs of Generation Z during the pandemic.

- In a 2017 study by De Veirman, Cauberghe, and Hudders, researchers delved into the world of marketing through Instagram influencers and examined the impact of Influencer

Calculate and product related to behavior-related content (assortment). The aim of this study is to understand how these factors affect customer quality for brands recommended by Instagram influencers. This study used an experimental design in which a group of participants were exposed to Instagram posts with varying numbers of followers and product types. The authors examined the effectiveness of influencer marketing on Instagram by measuring participants' brand attitudes. The findings show that both the influencer's number of followers and the level of product differentiation have a positive impact on consumer behavior. Posts on Instagram engage a larger fan base, resulting in better customer engagement. Additionally, research shows that product differentiation (such as the proximity of promotional products to stakeholders' content) can also influence the characteristics of the genre. Advertisements featuring relevant products, including content and visuals from relevant stakeholders, attracted more attention from the target audience. This study highlights the importance of carefully choosing the right influencers in your Instagram marketing strategy. Businesses should view people who engage with followers as a broad base to ensure customers want the brand. Additionally, aligning the product with the influencer's content and image is important to maximize the product's marketing potential. In summary, this study investigates the impact of demographic characteristics and product variables on product features in the context of Instagram influencer marketing. The findings highlight the importance of these factors and provide insight to brands that want to leverage Instagram marketing strategies to increase consumer awareness of their brands.

- In the 2020 research, Waghmare explores the impact of social media on the travel and hospitality industry, focusing specifically on Generation Z travellers. This study aims to understand how social media affects the decisions of Generation Z, which is expected to constitute the majority of the world's population in 2021 and has a population of approximately 3.1 billion. Decision making has a huge impact throughout the digital decision life. The research revealed that technology helps reduce tourists' costs, time and waiting time. From the seller's perspective, the cost of advertising and marketing campaigns has decreased due to the impact of the relationship. A significant number of travellers are influenced by user-generated content (UGC), which is considered more trustworthy than traditional websites, travel agencies, and major news. Generation Z places great value on traveling and receiving inspiration and information, especially through social media. They rely on their smartphones more than other generations at almost every stage of the purchasing process.

- In a 2020 study, Drs Ninan, Roy and Cheriyan highlighted the importance of using social marketing strategies to attract and retain customers to ensure business success. The research demonstrates the unique expectations of each generation and highlights the need for businesses to understand and implement marketing strategies that align with the target audience. This approach can increase brand awareness, change product perceptions and increase customer loyalty by strengthening the bond between brands and their customers.

Additionally, marketing is a useful tool that can improve a company's search engine rankings and thus expand its online presence.

- In a study conducted by Bajpai in 2012, Dr. Pandey and Mrs. Shriwas, researchers discovered the unique ecosystem of social media platforms. They found that while building a strong community is easy, mobilizing the community to take action can be problematic. Research shows the importance of listing your website in local business directories to ensure it is easily found by potential customers. Customizing messages across multiple platforms can help amplify your message and prevent users from receiving communications. Researchers suggest that offering special coupons to the social media community can be a good idea to reward them and reinforce the idea that your brand is not only attractive but also worth investing in. Businesses try to motivate customers.

- In a 2020 study, Yadav and Rai took an in-depth look at Generation Z's use of social media and its impact on society. This study aims to investigate how Generation Z uses social media and what affects this use. The study concludes that participation in social media platforms is changing the virtual economy, the workplace, and society as a whole. This change encourages the creation of new business models, products and technologies. The key

finding of the research is that many organizations use social media internally to promote communication, relationships and collaboration, thereby improving people's actions, fair work and participation. Generation Z has grown up in the digital age and loves using social media platforms to share ideas and information and do personal and professional work online.

•      In a 2019 study by Mohammed and Lawan, researchers explored the tremendous opportunities that the emergence of Web 2.0 offers businesses and consumers to effectively use social media news. While there are many online platforms for consumers and online stores to do business and reach customers worldwide, social media platforms have also become the favorite medium of many users. Despite the great potential of social entrepreneurship, there is no relevant research in Nigeria. Therefore, this study aims to investigate the acceptance of marketing advertisements among Nigerian consumers using the UTAUT conceptual model. The research methodology consisted of face-to-face surveys administered to 380 university students from two Nigerian universities (University of Maiduguri and Yobe State University). Research results show that consumers are showing interest in participating in shopping on social media, with WhatsApp becoming the most popular social media for shopping, first online and then via Facebook.

•      This article examines the growing number of companies using social media platforms for communication, advocacy, and social media. With the influence of technological development, platforms such as Facebook, YouTube and Instagram have grown significantly. With the popularity of online shopping, marketing has become an important tool for companies to engage with their target audiences. Generation Z is characterized by the use of technology, which offers marketers valuable opportunities to reach a wider audience through social media platforms. This study aims to explore the fundamentals of advertising marketing and evaluate its effectiveness.

•      In their 2020 study, Majerison and Gan examined the relationship between different social media influencers in China and how they used short videos to reach Gen Z buyers/people using products. Research continues to explore how content can be adjusted to achieve this effect. Small and medium-sized businesses (SMEs) and new businesses in particular can leverage customer relationships effectively and cost-effectively, leveling the playing field for established businesses. Researchers collected data from an online survey of Generation Z users in China who self-identified as social media users. Since the main purpose of this study is to investigate the impact of social media on Generation Z in China, it does not focus on the United States.In a 2016 study, Jenna Palermo investigated how social networking sites (SNS) affect young people's social and emotional development. SNS is widely used by today's youth and affects many aspects of their lives. This study aims to understand the impact of social networking services on the development of young people, as their use of social media has become an important part of their daily lives. This study conducted a qualitative analysis of 15 articles to gather information about the impact of social networks on the social and emotional development of young people. Results show that SNS use has positive and negative effects on young people's social and emotional development.

•      This article examines the rising phenomenon of impromptu, unplanned shopping in physical stores and online stores. This trend is especially evident in emerging markets such as China, India and Pakistan. A significant portion of the population driving this trend is Generation Z, who grew up in the age of social media and are prone to impulse buying. Social media, including influencers and bloggers, is influencing Gen Z consumers' purchasing decisions. These influencers have a strong following on social media platforms and can influence their followers' purchasing decisions. As a result, social media has become a powerful tool for marketers to promote products and encourage purchases among young consumers. The convenience of online shopping is another important factor that increases the desire to purchase. As e-commerce continues to evolve, consumers are placing greater emphasis on the ease and accessibility of their purchases. The ease of shopping online with a few mouse clicks attracts customers' curiosity, increasing the likelihood of impulsive purchases. Despite the importance of online

convenience and its impact on consumer behavior, academic research in this area is sparse. Further research could reveal the relationship between online convenience and purchase intentions and provide a better understanding of consumer behavior in the digital age. In summary, this article demonstrates the proliferation of shopping, especially among Generation Z consumers, and highlights the important role of social media influence and online comfort in driving this behavior. He also advocates for further research into the link between online convenience and purchase motivation to deepen our understanding of consumer behavior in the digital age.

- Tarek and Hashem (2015) conducted a study to investigate the effect of social relationships on the academic performance of students aged 12-19. They analyze the frequency of students' discussions and their impact on learning. Various social media platforms were included in the research, including Facebook, YouTube and Google. The author emphasizes the importance of education for young people who will be the leaders of the future. This study aims to reveal positive or negative factors regarding the relationship between students' learning. Findings show the frequency of student relationships and their impact on learning.

- Mangold and Faults (2009) examined the role of social media as a mixed element in advertising. They talked about its rapid growth and revolution in communication and business. Social media provides opportunities for collaboration and branding by encouraging direct communication with consumers. The viral potential of user-generated content can influence brand perception. This study highlights the challenges of marketing on social media, highlighting the need for effective communication and strategic advice, such as creating substantive content and monitoring online discussions. Overall, the research shows the evolution of the social media mix and provides guidance on how companies can use their unique strengths to inspire people to expand joint ventures and commerce.

- Duffett (2017) in his research article investigated the impact of social media marketing communications on the knowledge, attitudes and behaviour of young South Africans. This study also explores the impact of other factors, such as usage and turnover among minority consumers. To collect the data, Duffett distributed three self-administered surveys to more than 13,000 Gen Z students aged 13 to 18 at colleges and high schools in South Africa. Generalized linear model was used for data analysis.

- Ayuni (2018) conducted an in-depth study on online shopping and e-loyalty of Generation Z, which is considered a digital generation. The authors believe that to be competitive in the Industry 4.0 revolution, online retailers need to rethink their business models and target Generation Z by offering a good site and create business, relationships and good business that will make customers happy. Ayuni said that these factors play an important role in reaching the e-interest of Generation Z and increasing their e-loyalty. Nowadays, customers rate not only products but also websites and the entire business process of the company for profit..

- Research by Harris and Rae (2009) explored the role of communication in shaping the future of small businesses. This study focuses on how small businesses can use social media to support their marketing strategies. The research paper discusses the importance of communication in today's business world. It demonstrates the rapid growth and widespread use of social media such as Facebook, Twitter, and LinkedIn, and demonstrates the potential for small businesses to reach and engage with their target audiences. The authors argue that communication has many advantages for small businesses, including financial efficiency, productivity, and the ability to build relationships with customers. They added that small businesses can use social networks as a platform to promote their products or services, interact with customers and collect valuable feedback. The research also addresses the challenges and pitfalls associated with social network marketing for small businesses.

He emphasizes the importance of creating the right approach, understanding your target audience, maintaining consistent communication, and maximizing the benefits of a social media marketing network. Additionally, this research article also offers tips and ideas for small businesses to use social media in their business. It teaches strategies such as creating engaging and engaging content, using social media analysis tools, and actively engaging with customers through social media and networking. Overall, this study highlights the importance of social networking as a marketing strategy for small businesses. It highlights the benefits of social media marketing, provides insight into effective strategies, and addresses challenges small businesses may face when using social networks effectively. The results of this study can help small businesses understand the role of social media in their business plans and guide them in their success.

-      The research paper '"Like" me if you want to know more about me;" An Antecedent- Consequent Relationship between Social Media Marketing by FMCG Brands and Popularity of their Posts on their Brand Fan Pages' (2012) by Dr. de Vries, Lonneke Gensler and Petra Leeflang starts with a literature review which captures the state of different studies done before, and looks particularly at social media as a channel for marketing. It starts with a statement related to the research question: What implications does this line of research have? Social media is one of the fastest growing forms of media. Dominant players, such as Facebook, are taking over the lives of people. These platforms are not only providing people with entertainment, but also have become one of the largest channels for communication of brands. The importance of understanding what works best in social media marketing and why people interact with brands on social media is growing rapidly. It then shows the key concepts of the research, summarising the different factors that play a role in the success of a brand post on social media from the literature review. Concepts like interactivity (meaning that interactive posts will get more interactions), message content (focusing on entertaining, informative of emotional appealing content), brand relatedness (in a sense that the content is related to the brand), and viral marketing/word-of-mouth effects are used to support the thesis and study design. In this they say about how user engagement and sharing of any post can increase the reach and impact of the post. Additionally, the analysis examines the impact of social presence and social influence on the popularity of posts, demonstrating the power of social interaction and the impact of user recommendations and recommendations. The authors conclude the literature review by identifying gaps in previous research. While existing studies have examined many aspects of social media marketing, they note that understanding of the specific factors that lead to the popularity of advertising brands among fan pages is still limited. In summary, the literature review of this research provides an overview of the existing literature on social media marketing, highlighting the importance of discussion, content language, products, relationships, word of mouth marketing, and social presence., and social influence in determining the popularity of brand posts on social media platforms.

It also identifies gaps in the current knowledge and sets the foundation for the research study's objectives and hypotheses.

## 2.      Research Gap:-

Despite the wealth of research conducted on the impact of social media marketing on Generation Z, there are still several research gaps that need to be addressed. It's evident that Gen Z, the digital natives, are increasingly engaging with social media platforms, and these interactions are influencing various facets of their lives, including travel plans, fashion trends, purchasing decisions, and e-commerce activities. However, a more in-depth exploration is required to fully understand their social media activities and the subsequent effects on their behavior. In addition, research focusing on Gen Z's preferred social media platforms, their level of trust in user-generated content, the effectiveness of targeted advertisements, and the role of micro-influencers on social media is somewhat limited.

These are critical areas that need further investigation to understand the dynamics of Gen Z's interaction with social media marketing. Moreover, there is a dearth of research examining the potential effects of social media on Gen Z's social and emotional development and academic performance. These are crucial aspects that can provide a holistic view of the impact of social media on this generation. To gain a deeper understanding of the dynamics between Generation Z and social media marketing, it's imperative to address these research gaps. This will not only enhance our understanding of this digitally adept generation but also help in devising effective strategies for engaging with them on social media platforms.

## 2.1　　　　OBJECTIVES OF STUDY:-

To evaluate the interplay between e-service quality, online customer value, e-satisfaction, and e-loyalty among Generation Z, a comprehensive set of questionnaires was meticulously crafted for this research. The questionnaire used in this study was derived from well-established scales used in prior research, ensuring its validity and reliability. The data collection process was executed through a survey questionnaire disseminated to the respondents. This questionnaire was strategically shared across various forums and social media platforms that cater to middle and high school students, as well as college students. In addition, a select group of respondents were personally invited to participate in an online survey. This method was chosen to ensure inclusivity and convenience, acknowledging the hectic schedules of most students, which makes in-person data collection impractical. Conducting an online survey also enabled the researchers to reach the desired sample size in a cost-effective, straightforward, and timely manner. The participants were allotted a two-month period to complete their questionnaires, providing them with ample time to thoughtfully respond. The study zeroed in on Indonesian members of Generation Z, specifically those born between 1998 and 2010. These individuals had prior online shopping experiences using e-commerce websites, as well as website-based and mobile-based apps of two leading Indonesian online shopping platforms, Bukalapak and Tokopedia. The researchers utilized a purposive sampling technique to recruit respondents who met specific criteria. The inclusion criterion for this study was specifically based on participants having prior buying experience (excluding selling experience) using e-commerce websites, website-based apps, and mobile-based apps from Indonesia's leading online shopping platforms, Bukalapak and Tokopedia. This criterion aligns with the research aim of examining the experiences of Generation Z as buyers from these online shopping platforms. The buying experience, in this context, refers to the entire process in which buyers actively engage, driven by personal motives to make purchases for their own consumption. This approach ensures a focused and relevant examination of the research objectives.

## 2.2　　　　RESEARCH METHODOLOGY:-

When embarking on research into the effects of social media marketing on Gen Z's purchasing behavior, it's vital to adopt a diverse range of data collection formats and methodologies. The methodology extends beyond mere data gathering techniques; it also encompasses a deep understanding of the foundational concepts and theories that underpin these methods. To exhibit a thorough understanding of the methodology, it's essential to spotlight pertinent aspects of sociological theories, evaluate algorithms for information retrieval, or appraise the validity of specific systems. This approach showcases a profound comprehension of the fundamental concepts tied to the selected methodology. In outlining the research methods, it's crucial to elucidate how the research questions and/or hypotheses have been tackled. This explanation should draw a clear link between the chosen methodology and its pertinence to the investigation of the impact of social media marketing on Gen Z's buying behavior. By ensuring clarity in addressing the research questions and correlating them to the chosen methodology, the research will effectively probe into the influence of social media marketing on the purchasing decisions of Generation Z.

## 2.3　　　　The research design proposed is as follows:

The proposed research framework for examining the influence of social media marketing on Gen Z's purchasing behavior is rooted in a descriptive research design. Descriptive research is designed to collect information about the

present state or existing phenomena related to variables or conditions in a specific context.

In the scope of this study, a descriptive research design enables researchers to observe and characterize the present state of Gen Z's buying behavior in connection with social media marketing. This design will offer insights into the variables at play, such as the impact of social media platforms, the variety of marketing strategies employed, and the purchasing decisions made by Gen Z consumers. This research design facilitates data collection through methods like surveys, interviews, and observations. These techniques will aid in gathering firsthand information from Gen Z individuals about their perceptions, preferences, and behaviors related to purchasing products or services influenced by social media marketing.

By utilizing a descriptive research design, the study will offer a comprehensive snapshot of Gen Z's current buying behavior and the influence of social media marketing on their decision-making processes. The findings will enhance our understanding of how social media shapes Gen Z consumers and can guide marketers and businesses in crafting effective strategies to engage and target this specific demographic.

### 2.4       The study is proposed to target the following population:-

The proposed research study is designed to focus on Generation Z, a demographic cohort comprising individuals born between 1997 and 2012. This group is predominantly made up of students in schools and colleges. The selection of this population is strategic, given their significant influence on buying behavior, especially in the context of social media marketing.The study aims to delve into how Generation Z's interactions with social media platforms and their exposure to marketing initiatives on these platforms shape their buying decisions. Known for their high level of digital engagement, Generation Z relies heavily on social media for various aspects of their lives, including information gathering, seeking recommendations, and making purchasing decisions. Including students within the target population is pertinent as they constitute a significant segment of Generation Z and are likely to be influenced by social media marketing in their buying decisions. Educational institutions like schools and colleges provide an environment where students are exposed to a diverse range of products and services, making them an invaluable group for examining the impact of social media marketing on buying behavior. By centering the research on Generation Z students, the study aims to glean insights into the specific behaviors, attitudes, and preferences of this demographic group. It seeks to shed light on how social media marketing sways their buying decisions. These findings will contribute to a more nuanced understanding of effective marketing strategies for engaging Generation Z and tailoring marketing efforts to resonate with their preferences and behaviors.

### 2.5       The proposed sample size and the area of research:-

The proposed research study is designed to focus on Generation Z, specifically individuals aged 10-30 years. The primary data collection method will be a questionnaire, designed to delve into their current buying behavior, the influence of marketing on their purchasing decisions, and their preferences regarding social media marketing. By targeting this age group, the study aims to gather firsthand data from those most likely to be influenced by social media marketing. This sample size will enable a comprehensive exploration of the attitudes, perceptions, and behaviors of Gen Z individuals in relation to purchasing products influenced by social media marketing. The questionnaire will encompass various aspects, such as Gen Z's approach to buying products in the current era, the specific ways in which marketing has shaped their buying behavior, and their preferred types of marketing on social media platforms. These questions are designed to provide valuable insights into the mechanisms through which social media marketing impacts Gen Z consumers, thereby informing marketing strategies targeting this demographic.

In addition to primary data collection through questionnaires, secondary data will be gathered from sources such as blogs, online reviews, literature reviews, and research publications. These sources will provide supplementary information and a broader context for understanding the impact of social media marketing on Gen Z buying behavior. By integrating primary and secondary data collection methods, the research will yield a comprehensive understanding of the influence of social media marketing on Gen Z's buying behavior. The findings will contribute to the existing body of knowledge in this field and provide practical insights for marketers and businesses seeking to effectively engage and target Generation Z consumers

## 2.6        The area of research proposed is:-

The proposed research study is set to focus on Generation Z, specifically within the bustling India. India with its high population density and diverse demographic makeup, is an ideal location for this study due to the significant presence of Generation Z individuals. This demographic group, primarily consisting of students in schools, colleges, and universities, provides a rich pool of potential participants for the study.

The study aims to delve into the intricate relationship between social media marketing and Gen Z's buying behavior. Of India, boasts a vibrant social media landscape with a large number of active users across various platforms. This dynamic environment provides a fertile ground for exploring the influence of social media marketing on the purchasing decisions of Gen Z individuals. Moreover, Indian's are urban setting, coupled with its widespread access to technology, makes it a fitting location to study the impact of social media marketing on buying behavior. The city offers a plethora of shopping options, both online and offline, which are likely influenced by various social media marketing strategies. By conducting the research in India, the study can gather data directly from a diverse sample of Gen Z individuals who are representative of the urban population as well as rural. This approach will enhance the validity and generalizability of the findings, providing insights into the broader implications of social media marketing on Gen Z buying behavior in an Indian context. It's important to note that while India is selected as the proposed research area, it may be necessary to consider all the regions to ensure a more comprehensive understanding of Gen Z's buying behavior and the impact of social media marketing across different cultural contexts within India.

## 2.7        Proposed Sampling Technique:-

The proposed sampling technique for this research study involves the use of a Google Form to gather data. This form will be designed to ask a comprehensive set of questions aimed at understanding the buying behavior of Generation Z and how they react in different scenarios while making a purchasing decision. The Google Form will be structured to capture a wide range of information, including their preferences, motivations, influences, and decision-making processes when it comes to buying. The questions will be carefully crafted to delve into their interactions with social media marketing and how these interactions shape their buying behavior. Once the data is collected, it will be analyzed using statistical tools such as SPSS, Excel, and Tableau. These tools will be used to process the data, identify patterns, and draw insights from the responses. The analysis will focus on understanding how Generation Z reacts while making buying decisions and how social media marketing influences these decisions. The insights derived from this analysis will help to clear up the objectives of the research, providing a deeper understanding of Generation Z's buying behavior in the context of social media marketing. This approach will ensure that the research is thorough, detailed, and provides meaningful insights into the impact of social media marketing on Generation Z's buying behavior.

## 2.8        Proposed tools which can be used for analysis:

The proposed research study on the influence of social media marketing on Gen Z's buying behavior will utilize several analytical tools. Descriptive statistics will be employed to summarize and describe the primary characteristics and trends in the collected data. Percentage analysis will be used to determine the distribution and proportions of specific variables or responses. To examine the significance of relationships and differences, statistical tests such as t-tests will be applied. These tests can assess whether there are significant variations in buying behavior based on different variables or factors related to social media marketing. Furthermore, linear regression analysis can be employed to explore the relationship between dependent and independent variables. This can help determine the strength and direction of the relationship between social media marketing strategies and Gen Z buying behavior. To ensure a representative sample, the population can be divided into known groups, and a systematic approach can be used to sample from each group. This ensures that the number of individuals sampled in each group is proportionate to its known size in the overall population. This approach enhances the representativeness and generalizability of the findings related to the impact of social media marketing on Gen Z buying behavior.

In order to research the contribution of social media marketing to Gen Z's buying behavior, a number of software options are available. These include:

- **SPSS (Statistical Package for the Social Sciences)**: SPSS is a widely used statistical analysis software that allows researchers to analyze data and perform various statistical tests to identify patterns and relationships.

- **Excel**: Microsoft Excel is a versatile tool that can be used for data analysis, including descriptive statistics, data visualization, and basic statistical calculations.

- **Google Analytics**: Google Analytics is a web analytics platform that provides insights into website and social media performance. It can help track user behavior, traffic sources, and conversion rates, which can be valuable for understanding the impact of social media marketing on Gen Z's buying behavior.

- **Tableau**: Tableau is a data visualization tool that allows researchers to create interactive and visually appealing dashboards and reports. It can be used to present and explore data on Gen Z's buying behavior, social media engagement, and campaign effectiveness.

The inclusion criterion for this study required participants to have engaged in online shopping at least twice within the past three months. This criterion is directly relevant to the research aim of examining e-loyalty, as repeat purchasing is typically indicative of customer loyalty. By including participants who have made multiple online purchases within a relatively recent timeframe, the study sought to capture insights and behaviors related to e-loyalty and its correlation with repeat purchasing.

### 3.    Objectives of the Study:-

➤    To delve into the credibility and influence of user-generated content on social media platforms, specifically focusing on its impact on Generation Z. This involves understanding how this demographic perceives the authenticity of such content and how it shapes their online interactions and decision-making processes.

➤    To pinpoint the factors that foster Generation Z's engagement and loyalty to brands on social media. This includes identifying the key elements in social media marketing that resonate with this demographic, leading to increased brand involvement and loyalty.

➤    To scrutinize the potential negative repercussions of social media on the social and emotional development of Generation Z. This encompasses aspects such as self-esteem, interpersonal relationships, and overall well-being.

The aim is to understand the psychological implications of extensive social media use within this age group.

➢ To explore the relationship between social media usage and academic performance among members of Generation Z. This involves investigating whether there's a correlation between the time spent on social media platforms and academic achievement, and if so, understanding the nature of this relationship.

## 4. Analysis of the survey and Research:-

Sheets:- https://docs.google.com/spreadsheets/d/1jpR_7dsLb2rREWZe7T9MSGVH64obYR-rVngTMlauKxI/edit?usp=sharing



Demographics:

Your Age
146 responses
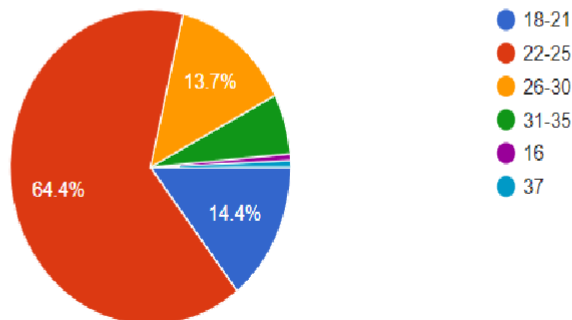


Gender
146 responses
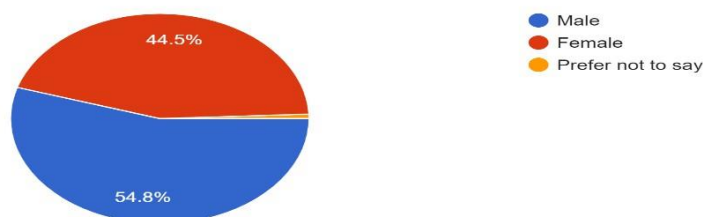


Occupation
146 responses
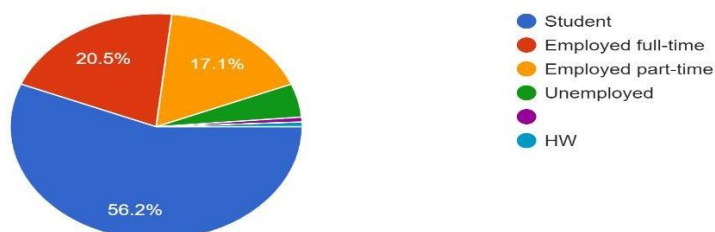
Average monthly disposable income
142 responses



- 5000-10000
- 10000-15000
- 15000-20000
- 0
- Nil
- 
- Na
- 30000

△ 1/3 ▽
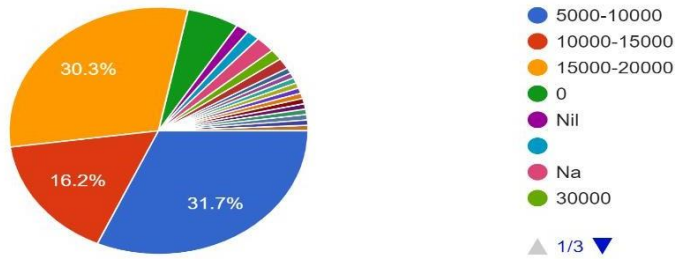
Location:
146 responses



- Urban
- Semi-Urban
- Rural
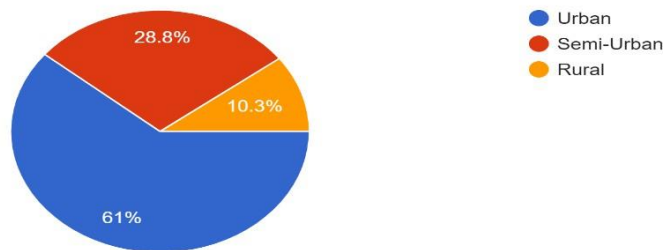
Social Media Platforms Used:
145 responses



- Instagram
- Facebook
- Snapchat
- Twitter
- Linkedin
- All
- Instagram, Facebook, Twitter

## Social Media Usage

On average, how many hours per day do you spend on social media?                    Copy
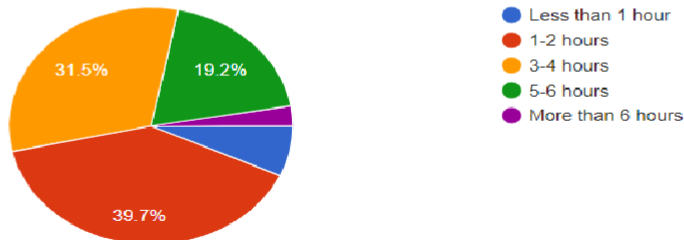
146 responses



How often do you see social media advertisements daily?

146 responses
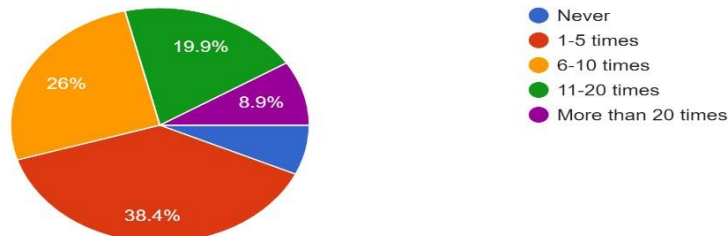


What factors influence your decision to engage with social media content?

146 responses
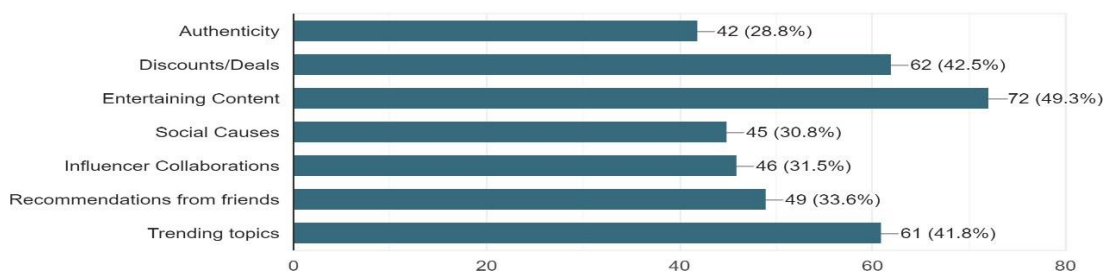
**Buying Behavior**

How often do you discover new products or brands through social media?          Copy
146 responses
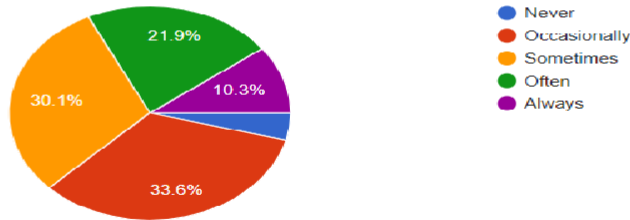


On a scale of 1 (Not at all) to 5 (Extremely), how much do social media ads influence your purchase decisions?
146 responses
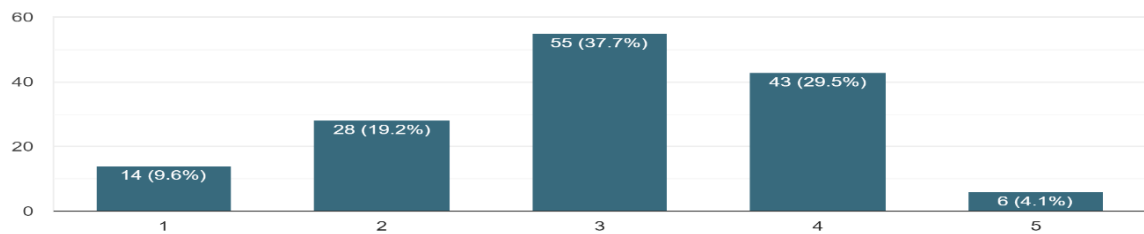


In the past month, how many times have you purchased something directly from a social media advertisement?
145 responses
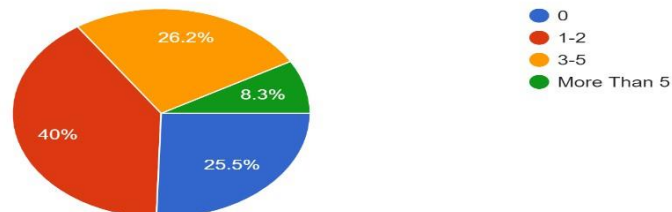


For you what information on social media is most influential in your purchase decision?
146 responses
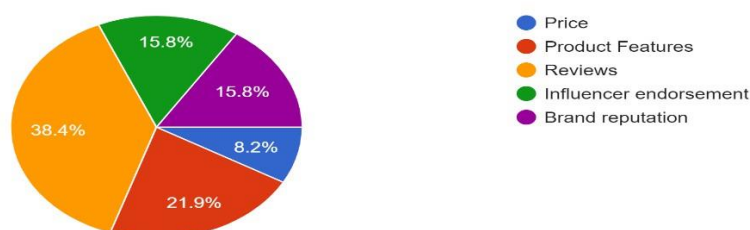
How much do you trust reviews from influencers on social media when making purchase decisions?
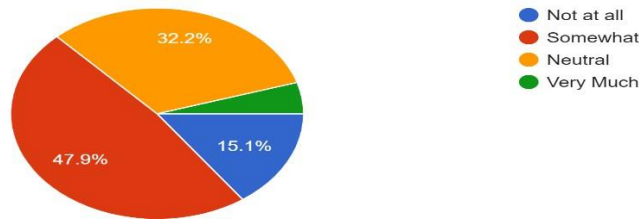
146 responses



**Future Trends**

Social media marketing allows businesses to connect with a wider audience.　　　Copy

146 responses
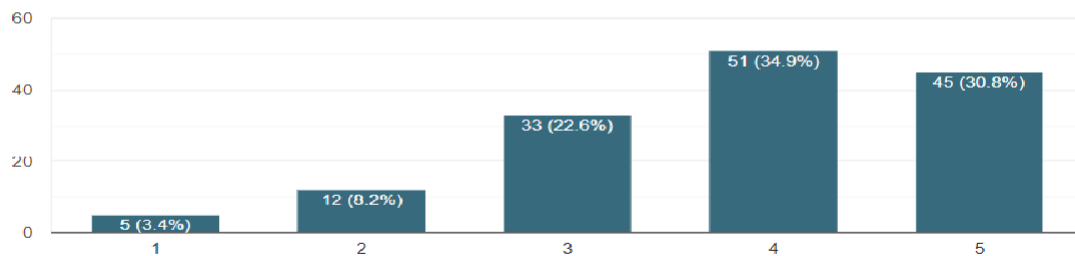


Social media marketing helps build brand awareness and recognition.

146 responses
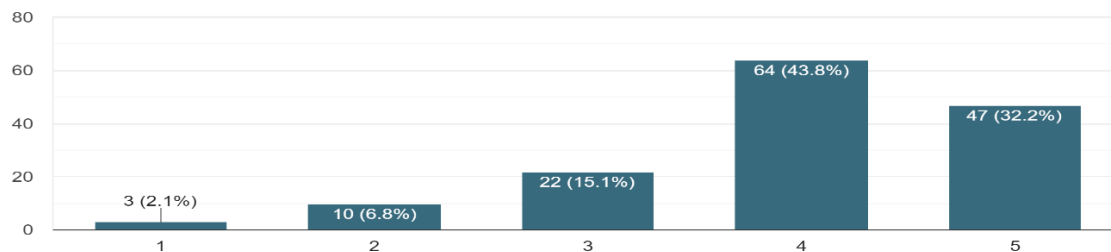
Social media marketing is a cost-effective way for businesses to reach customers.
145 responses
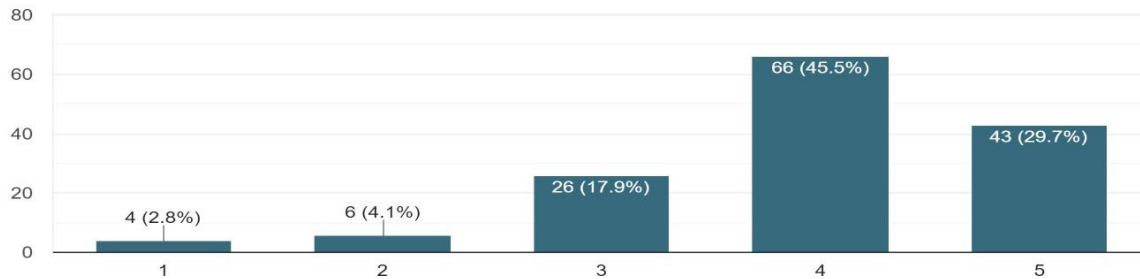


Negative social media reviews can damage a brand's reputation.
146 responses
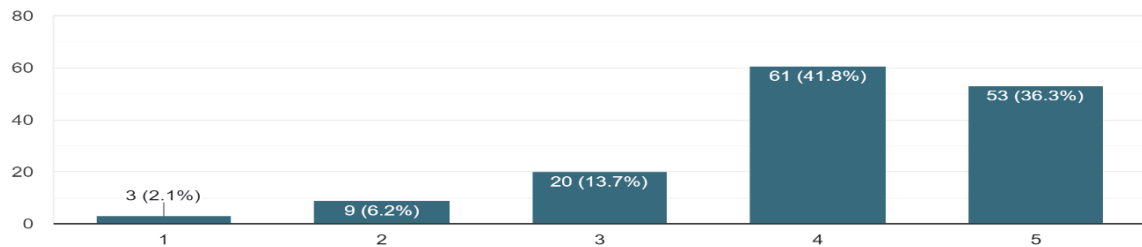


Do you think your reliance on social media for making purchase decisions will increase or decrease in the next 5 years?
144 responses
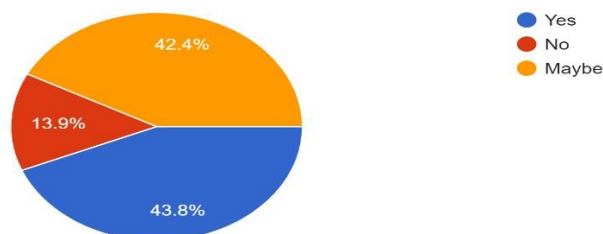
What type of social media content do you find the most engaging and influential on your purchase decisions?

143 responses



Legend:
- Short
- humorous videos
- Influencer product demonstrations
- Tutorials and how-to guides
- User-generated content (UGC) featuring real customers
- (blue)
- Nothing

Please describe, in your own words, what you believe the future of social media marketing for businesses will be like

91 responses

Businesses will definitely grow by the help of social media

Boom in business through social media.

AI incorporated

Booming

Increase

Idk

It will grow rapidly and the marketing game.

3D holographic booths will be used for trial and purchasing and shipping of custom made clothes, jwellery, footwear in real time. So that when consumer reaches home the goods will be already to use.

### 4.1        From the survey conducted we are able to come up with this:-

The findings provide insight into Generation Z's interaction with social media and its impact on purchasing behaviour:

- **Social Media Usage**: Instagram emerged as the most popular platform among Generation Z for discovering and engaging with brands, with 81.5% of respondents using it. This was followed by Snapchat (20.5%), Twitter (17.4%), and Facebook (15.2%).

- **Factors Influencing Purchase Decisions**: The top three factors influencing Gen Z's purchase decisions were authenticity (50.5%), discounts/deals (48.5%), and entertaining content (45.2%). This underscores the importance of authenticity and value in marketing strategies targeting this demographic.

- **Social Causes**: About 27.4% of respondents indicated that social causes influenced their purchase decisions, suggesting that Generation Z is keen on supporting brands that align with their values and beliefs.

- **Influencer Collaborations**: Collaborations with influencers were mentioned by 25.8% of respondents as a factor influencing their purchase decisions, indicating the effectiveness of influencer marketing in reaching Generation Z.

- **Hours Spent on Social Media**: Most respondents reported spending 1-2 hours on social media per day (48.5%). However, a significant portion of respondents reported spending 3-4 hours (25.8%) or 5-6 hours (15.2%) on social media per day, suggesting that Generation Z is a highly connected demographic frequently exposed to social media marketing.

- **Advertisement Engagement**: Most respondents reported seeing social media advertisements 1-5 times per day (59.5%). However, a significant portion of respondents reported seeing advertisements 6-10 times (20.5%) or more than 20 times (10.3%) per day. This suggests that while Generation Z is frequently exposed to social media advertisements, they may not always engage with them.

- **Purchase Decisions Influenced by Social Media**: The majority of respondents reported making purchases directly from social media advertisements occasionally (34.7%) or sometimes (31.5%). This suggests that social media can be an effective channel for driving purchases among Generation Z.

These findings provide a better understanding of Gen Z's social media use and its impact on purchasing behavior, providing better insights for marketers and businesses targeting this demographic.

### Data analysis on Excel:-

36

| Row Labels | Sum of Average monthly disposable income | Count of In the past month, how many times have you purchased something directly from a social media advertisement? |
|---|---|---|
| Female | 100000 | 64 |
| Rural | 0 | 3 |
| Semi-Urban | 0 | 14 |
| Urban | 100000 | 47 |
| Male | 534000 | 80 |
| Rural | 300000 | 12 |
| Semi-Urban | 0 | 27 |
| Urban | 234000 | 41 |
| Prefer not to say | 0 | 1 |
| Urban | 0 | 1 |
| Grand Total | 634000 | 145 |



| Row Labels | Sum of Average monthly disposable income |
|---|---|
| Female | 100000 |
| 0 | 0 |
| 1-2 | 0 |
| 3-5 | 50000 |
| More Than 5 | 50000 |
| (blank) | 0 |
| Male | 534000 |
| 0 | 403000 |
| 1-2 | 0 |
| 3-5 | 80000 |
| More Than 5 | 51000 |
| Prefer not to say | 0 |
| 0 | 0 |
| Grand Total | 634000 |

## 5.        Data analysis on SPSS: -

```
FREQUENCIES VARIABLES=VAR00001 VAR00002 VAR00003 VAR00004 VAR00005 VAR00006 VAR00007 VAR00008
   VAR00009 VAR00010 VAR00011 VAR00012 VAR00013 VAR00014 VAR00015 VAR00016 VAR00017 VAR00018 VAR00019
   VAR00020 VAR00021 VAR00022
 /ORDER=ANALYSIS.
```

**Frequencies**

[DataSet0]

**Statistics**

|   |         | VAR00001 | VAR00002 | VAR00003 | VAR00004 | VAR00005 | VAR00006 | VAR00007 | VAR00008 | VAR00009 | VAR00010 | VAR00011 | VAR00012 |
|---|---------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| N | Valid   | 146 | 146 | 146 | 146 | 146 | 146 | 146 | 146 | 146 | 146 | 146 | 146 |
|   | Missing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

### VAR00002

|       |       | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 16    | 1   | .7    | .7    | .7    |
|       | 18-21 | 21  | 14.4  | 14.4  | 15.1  |
|       | 22-25 | 94  | 64.4  | 64.4  | 79.5  |
|       | 26-30 | 20  | 13.7  | 13.7  | 93.2  |
|       | 31-35 | 9   | 6.2   | 6.2   | 99.3  |
|       | 37    | 1   | .7    | .7    | 100.0 |
|       | Total | 146 | 100.0 | 100.0 |       |

### VAR00003

|       |                   | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | Female            | 65  | 44.5  | 44.5  | 44.5  |
|       | Male              | 80  | 54.8  | 54.8  | 99.3  |
|       | Prefer not to say | 1   | .7    | .7    | 100.0 |
|       | Total             | 146 | 100.0 | 100.0 |       |

## VAR00004

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 1 | .7 | .7 | .7 |
| | Employed full-time | 30 | 20.5 | 20.5 | 21.2 |
| | Employed part-time | 25 | 17.1 | 17.1 | 38.4 |
| | HW | 1 | .7 | .7 | 39.0 |
| | Student | 82 | 56.2 | 56.2 | 95.2 |
| | Unemployed | 7 | 4.8 | 4.8 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

## VAR00005

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 6 | 4.1 | 4.1 | 4.1 |
| | 0 | 8 | 5.5 | 5.5 | 9.6 |
| | 10000-15000 | 23 | 15.8 | 15.8 | 25.3 |
| | 15000-20000 | 43 | 29.5 | 29.5 | 54.8 |
| | 30000 | 2 | 1.4 | 1.4 | 56.2 |
| | 300000 | 1 | .7 | .7 | 56.8 |
| | 5000-10000 | 45 | 30.8 | 30.8 | 87.7 |
| | 50000 | 2 | 1.4 | 1.4 | 89.0 |
| | 50k | 1 | .7 | .7 | 89.7 |
| | 51000 | 1 | .7 | .7 | 90.4 |
| | 73000 | 1 | .7 | .7 | 91.1 |
| | I don't earn | 1 | .7 | .7 | 91.8 |
| | N/A | 1 | .7 | .7 | 92.5 |
| | Na | 3 | 2.1 | 2.1 | 94.5 |
| | NA | 1 | .7 | .7 | 95.2 |
| | Nil | 2 | 1.4 | 1.4 | 96.6 |
| | No income | 1 | .7 | .7 | 97.3 |
| | Not to be disclosed | 1 | .7 | .7 | 97.9 |
| | Nothing | 1 | .7 | .7 | 98.6 |
| | Student | 1 | .7 | .7 | 99.3 |
| | Zero (0) | 1 | .7 | .7 | 100.0 |

### VAR00006

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Rural | 15 | 10.3 | 10.3 | 10.3 |
| | Semi-Urban | 42 | 28.8 | 28.8 | 39.0 |
| | Urban | 89 | 61.0 | 61.0 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00007

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 1 | .7 | .7 | .7 |
| | All | 1 | .7 | .7 | 1.4 |
| | Facebook | 18 | 12.3 | 12.3 | 13.7 |
| | Instagram | 104 | 71.2 | 71.2 | 84.9 |
| | Instagram, Facebook, Twitter | 1 | .7 | .7 | 85.6 |
| | Linkedin | 1 | .7 | .7 | 86.3 |
| | Snapchat | 13 | 8.9 | 8.9 | 95.2 |
| | Twitter | 7 | 4.8 | 4.8 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00008

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1-2 hours | 58 | 39.7 | 39.7 | 39.7 |
| | 3-4 hours | 46 | 31.5 | 31.5 | 71.2 |
| | 5-6 hours | 28 | 19.2 | 19.2 | 90.4 |
| | Less than 1 hour | 10 | 6.8 | 6.8 | 97.3 |
| | More than 6 hours | 4 | 2.7 | 2.7 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00009

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1-5 times | 56 | 38.4 | 38.4 | 38.4 |
| | 11-20 times | 29 | 19.9 | 19.9 | 58.2 |
| | 6-10 times | 38 | 26.0 | 26.0 | 84.2 |
| | More than 20 times | 13 | 8.9 | 8.9 | 93.2 |
| | Never | 10 | 6.8 | 6.8 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00011

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Always | 15 | 10.3 | 10.3 | 10.3 |
| | Never | 6 | 4.1 | 4.1 | 14.4 |
| | Occasionally | 49 | 33.6 | 33.6 | 47.9 |
| | Often | 32 | 21.9 | 21.9 | 69.9 |
| | Sometimes | 44 | 30.1 | 30.1 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00012

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 14 | 9.6 | 9.6 | 9.6 |
| | 2 | 28 | 19.2 | 19.2 | 28.8 |
| | 3 | 55 | 37.7 | 37.7 | 66.4 |
| | 4 | 43 | 29.5 | 29.5 | 95.9 |
| | 5 | 6 | 4.1 | 4.1 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00013

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 1 | .7 | .7 | .7 |
| | 0 | 37 | 25.3 | 25.3 | 26.0 |
| | 1-2 | 58 | 39.7 | 39.7 | 65.8 |
| | 3-5 | 38 | 26.0 | 26.0 | 91.8 |
| | More Than 5 | 12 | 8.2 | 8.2 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00014

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Brand reputation | 23 | 15.8 | 15.8 | 15.8 |
| | Influencer endorsement | 23 | 15.8 | 15.8 | 31.5 |
| | Price | 12 | 8.2 | 8.2 | 39.7 |
| | Product Features | 32 | 21.9 | 21.9 | 61.6 |
| | Reviews | 56 | 38.4 | 38.4 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00016

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 5 | 3.4 | 3.4 | 3.4 |
| | 2 | 12 | 8.2 | 8.2 | 11.6 |
| | 3 | 33 | 22.6 | 22.6 | 34.2 |
| | 4 | 51 | 34.9 | 34.9 | 69.2 |
| | 5 | 45 | 30.8 | 30.8 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00017

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 3 | 2.1 | 2.1 | 2.1 |
| | 2 | 10 | 6.8 | 6.8 | 8.9 |
| | 3 | 22 | 15.1 | 15.1 | 24.0 |
| | 4 | 64 | 43.8 | 43.8 | 67.8 |
| | 5 | 47 | 32.2 | 32.2 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00018

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 1 | .7 | .7 | .7 |
| | 1 | 4 | 2.7 | 2.7 | 3.4 |
| | 2 | 6 | 4.1 | 4.1 | 7.5 |
| | 3 | 26 | 17.8 | 17.8 | 25.3 |
| | 4 | 66 | 45.2 | 45.2 | 70.5 |
| | 5 | 43 | 29.5 | 29.5 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

### VAR00019

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1 | 3 | 2.1 | 2.1 | 2.1 |
| | 2 | 9 | 6.2 | 6.2 | 8.2 |
| | 3 | 20 | 13.7 | 13.7 | 21.9 |
| | 4 | 61 | 41.8 | 41.8 | 63.7 |
| | 5 | 53 | 36.3 | 36.3 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

**VAR00020**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 2 | 1.4 | 1.4 | 1.4 |
| | Maybe | 61 | 41.8 | 41.8 | 43.2 |
| | No | 20 | 13.7 | 13.7 | 56.8 |
| | Yes | 63 | 43.2 | 43.2 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

**VAR00021**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 4 | 2.7 | 2.7 | 2.7 |
| | humorous videos | 30 | 20.5 | 20.5 | 23.3 |
| | Influencer product demonstrations | 31 | 21.2 | 21.2 | 44.5 |
| | Nothing | 1 | .7 | .7 | 45.2 |
| | Short | 23 | 15.8 | 15.8 | 61.0 |
| | Tutorials and how-to guides | 30 | 20.5 | 20.5 | 81.5 |
| | User-generated content (UGC) featuring real customers | 27 | 18.5 | 18.5 | 100.0 |
| | Total | 146 | 100.0 | 100.0 | |

**VAR00022**

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | | 55 | 37.7 | 37.7 | 37.7 |
| | . | 18 | 12.3 | 12.3 | 50.0 |
| | .. | 17 | 11.6 | 11.6 | 61.6 |
| | 3D holographic booths will be used for trial and purchasing and shipping of custom made clothes, jwellery, footwear in real time. So that when consumer reaches home the goods will be already to use. | 1 | .7 | .7 | 62.3 |
| | A source for some people to have stable life | 1 | .7 | .7 | 63.0 |
| | Advertising and reviews based | 1 | .7 | .7 | 63.7 |
| | AI incorporated | 1 | .7 | .7 | 64.4 |
| | AI technology will continue to enhance features of social media platforms and drive activities across various use cases at scale | 1 | .7 | .7 | 65.1 |
| | Boom in business through social media. | 1 | .7 | .7 | 65.8 |
| | Booming | 1 | .7 | .7 | 66.4 |

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| | | | | |
|---|---|---|---|---|
| Booming | 1 | .7 | .7 | 66.4 |
| Businesses will definitely grow by the help of social media | 1 | .7 | .7 | 67.1 |
| Creativity is never ending and people are growing on social media platforms so its a good future and a vast opportunity availability. | 1 | .7 | .7 | 67.8 |
| Definitely feel it will grow as the trend is going people are getting influenced for buying things which are not entirely for them to use. | 1 | .7 | .7 | 68.5 |
| Easy to moderate | 1 | .7 | .7 | 69.2 |
| Exciting and huge | 1 | .7 | .7 | 69.9 |
| Going to increase | 1 | .7 | .7 | 70.5 |
| Good | 1 | .7 | .7 | 71.2 |
| Great | 1 | .7 | .7 | 71.9 |
| High scope | 1 | .7 | .7 | 72.6 |
| Highly demanding | 1 | .7 | .7 | 73.3 |
| Huge | 1 | .7 | .7 | 74.0 |
| I don't know | 1 | .7 | .7 | 74.7 |
| Idk | 1 | .7 | .7 | 75.3 |

| | | | | |
|---|---|---|---|---|
| Idk | 1 | .7 | .7 | 75.3 |
| If used well you will gain knowledge and experience | 1 | .7 | .7 | 76.0 |
| In future, social media for businesses is more likely to become even more interactive and personalized. Also it is a cheaper way for brands to approach the masses than the conventional ways. | 1 | .7 | .7 | 76.7 |
| In the future, social media marketing for businesses will likely continue to evolve with advancements in technology and changes in consumer behavior. | 1 | .7 | .7 | 77.4 |
| Increase | 1 | .7 | .7 | 78.1 |
| It already is a hub of advertisement and place market product or service. Probably will become the new LinkedIn, internshala, or get hired/clients.com on a much larger scale than it | 1 | .7 | .7 | 78.8 |

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| | | | | |
|---|---|---|---|---|
| It is a good technique for future prospective. | 1 | .7 | .7 | 79.5 |
| It will be very helpful to the brands to advertise their products and make them reach to many social media users who are willing to buy or explore new products from social media marketing. | 1 | .7 | .7 | 80.1 |
| It will grow rapidly and the marketing game. | 1 | .7 | .7 | 80.8 |
| It will leave a huge impression | 1 | .7 | .7 | 81.5 |
| It's future | 1 | .7 | .7 | 82.2 |
| It's has a great future ahead!! | 1 | .7 | .7 | 82.9 |
| It's helpful for business to advertisement | 1 | .7 | .7 | 83.6 |
| It's cost effective, most reachable platform but it'll loose trust if fake reviews will be consistent. | 1 | .7 | .7 | 84.2 |
| M | 1 | .7 | .7 | 84.9 |
| Mix | 1 | .7 | .7 | 85.6 |
| Na | 2 | 1.4 | 1.4 | 87.0 |
| never increase | 1 | .7 | .7 | 87.7 |
| No | 5 | 3.4 | 3.4 | 91.1 |

| | | | | |
|---|---|---|---|---|
| No | 5 | 3.4 | 3.4 | 91.1 |
| Nothing | 1 | .7 | .7 | 91.8 |
| Ntg to say going with flow | 1 | .7 | .7 | 92.5 |
| Social media is very effective way to introduce your product to the large audience st one time. | 1 | .7 | .7 | 93.2 |
| Social media play a vital role in feature any product. It is the best medium to give awareness about the product . | 1 | .7 | .7 | 93.8 |
| That is the main factor which affects the social media because the era of advertisement today is only through the social media no other platform | 1 | .7 | .7 | 94.5 |
| The future is totally dependent on the influencers | 1 | .7 | .7 | 95.2 |
| The future of social media marketing for businesses is likely to be increasingly personalized, interactive, and integrated across | 1 | .7 | .7 | 95.9 |

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| | | | | |
|---|---|---|---|---|
| The future of social media marketing for businesses is likely to be increasingly personalized, interactive, and integrated across multiple platforms. | 1 | .7 | .7 | 95.9 |
| The future of social media marketing for businesses is likely to involve increased personalization and immersive content experiences. Brands may focus on creating authentic connections with their audience through interactive and purpose-driven content, utilizing emerging platforms and technologies to stay relevant. Additionally, ethical considerations and data privacy concerns may play a more prominent role, influencing the way businesses approach social media advertising | 1 | .7 | .7 | 96.6 |

| | | | | |
|---|---|---|---|---|
| building genuine connections with their audience. Additionally, ethical considerations and transparency in data usage may play a more significant role as users become more privacy-conscious. | | | | |
| The future of social media marketing will be a lot more integrated with AI and automation. This will allow businesses to better understand their customers and provide them with personalized experience. | 1 | .7 | .7 | 97.9 |
| Will grow | 1 | .7 | .7 | 98.6 |
| With clothes for example, being able to use your camera on a shopping site to see how the clothes would look on you, like a filter basically, but much better. | 1 | .7 | .7 | 99.3 |
| Yes, is very much important for business | 1 | .7 | .7 | 100.0 |
| Total | 146 | 100.0 | 100.0 | |

## 5.Conclusion:-

The survey results highlight the significant role that social media plays in the lives of Gen Z consumers, with the majority of respondents reporting that they use Instagram (81.5%) and spend 1-2 hours per day on social media (48.5%). This suggests that social media is a critical touchpoint for brands looking to reach and engage with this demographic.

In terms of factors influencing purchase decisions, authenticity (50.5%), discounts/deals (48.5%), and entertaining content (45.2%) were the top three factors cited by respondents. This highlights the importance of authenticity and value in marketing to Gen Z, as they are more likely to engage with and trust brands that are transparent and offer real value. Additionally, social causes were mentioned by 27.4% of respondents as a factor influencing their purchase decisions, indicating that Gen Z is interested in supporting brands that align with their values and beliefs.

Influencer collaborations were also cited as a factor influencing purchase decisions (25.8%), suggesting that influencer marketing can be an effective strategy for reaching Gen Z. However, it's important for brands to carefully consider the authenticity and values of the influencers they work with, as Gen Z is particularly attuned to authenticity and value

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