

# IMPACT OF SOCIAL MEDIA ADVERTISING ON GENERATION Z

**Manash Bhattacharya**

Faculty of Management Studies,  
JAIN (Deemed-to-be University)  
Bengaluru, India

[manash\\_bhattacharya22@cms.ac.in](mailto:manash_bhattacharya22@cms.ac.in)

**Dr. Smita M Gaikwad**

Faculty of Management Studies,  
JAIN (Deemed-to-be University)  
Bengaluru, India

[dr.smita\\_gaikwad@cms.ac.in](mailto:dr.smita_gaikwad@cms.ac.in)

## ABSTRACT

Social media have become the significant part of the gen Z life, and they affects everyone from lifestyle and behavior to advertising brands and the quality of product. Targeted ads on platforms such as Instagram, TikTok and Snapchat assure that Gen Z is constantly immersed in messages that are directly relevant to their interests and preferences, leading to an increase in brand exposure and engagement. Moreover, the Gen Z buyers' decisions are highly affected by social media as it provides them with the option to get product recommendations and reviews from trusted influencers via Instagram and YouTube. Gen Z consumers can be best connected through authentic content, but privacy and data security are the challenges that are brought in by social media advertising for brands. Gen Z, who are born digital, is cautious of sharing their personal data on the internet and ask brands to protect their privacy. Consequently, brands must form a connection with this skeptic audience with trust and credibility. In the end, it is awareness of the fact that Gen Z has unique values and preferences that allows the brands to create effective advertising campaigns that are closely related to this generation, leading to brand loyalty in the digital arena.

**Keywords:** Social media advertising, Generation Z, impact, attitudes, behaviors, perceptions.

## INTRODUCTION

Social media has come into being an integrative part of young people's identity today, so everything they do, obviously, is affected by it, whether one talks about their behavior, choice of brands or their attitude towards it. Digital Generation enjoys fully functional and multiple social media platforms every day. Thus, their presence and approach provide a remarkable chance for ad scientists to communicate with this smart and socially accountable group. Although exploiting Gen Z through social media advertisement is not without its unique challenges, namely, the teenagers' ability to distinguish authentic content from non-authentic and expecting brands to display transparency and relevance, social media is still the best channel to provide this generation with meaningful and authentic brand content.

Gen Z heavily uses the social media in the scope of the formation of the identity, communication, and fun processing. They are on social media platforms such as Instagram, TikTok, Snapchat and YouTube all the time and thus encouraged to share their thoughts and fragmented attention. This gives advertisers the opportunity to deliver more personalized advertising based on users' likes, interests etc. It is a narrowed strategy that increases the chances to find a solution which is scarce and relevant to the place and the customers, consequently, the young generation of Z is more happy to listen about the credible advertisement message that coincides with the values and the preferences.

Social media ads are also crucial in terms of the purchasing and life habits of Gen Z. Through the "swipe-up" shopping and shoppable posts, the social media platforms have turned into virtual marketplaces where Gen Z does the finds, researches, and purchases easily. They are entirely dependent on user content including reviews as well as testimonials so that they can make buying decisions which they trust are opinions from their fellow humans.

Influencer marketing has carved a unique place for itself for the brands looking at targeting the Gen Z population. Influencers enjoy immense credibility among Gen Z members inspiring their lifestyles and product consumption habits. It therefore, serves as a means for brands to take advantage of their names and social networks to push product discovery, recommendations and sales. Whereas Gen Z has proved to be excellent in filtering out any advertisement which is intrusive or unauthentic and to this; therefore, one demands honesty and authenticity from the companies.

## **REVIEW OF LITERATURE**

In 2017, Voorveld, Araujo, Neijens, and Smit considered the mechanisms by which social media ads turn Gen Z consumers to act making a purchase. The research concluded that indeed social proof and influencer marketing became very powerful mechanisms to tantalize Gen Z's with e-WOM, brand engagement, and buying intent. Also, advertisement customization took place as well.

Additionally in a 2017 publication, Staffen and Weisheit assessed the level of ad skepticism toward social media marketing tactics that the Gen Z generation had. The results unveiled that Gen-Z demonstrated sensitive scrutiny upon different social platforms, formats of ads and varied culture, while they pointed influencer posts as the ones that can be of deceptive nature. On the topic of ad transparency, certain segments were covered.

The 2018 study by Enberg and Kasadha disclosed the attitude of Gen Z towards the adverts presented by social media influencers and those that are sponsored. It appeared that Gen Z was more than aware of influencers' intentions, authenticity, relatability, and transparency were greatest attributes to tracking trust. On the other hand, tweening went too far, calling for standards regarding disclosure prompting talks on the issue.

In August 2018, the researchers, Davies, Blazques, Quintana, and Correia, looked at how the Gen Z population's endemic digital connectivity and tech immersion had resulted in disparities in social media ad engagement. The findings indicated that the state of being in a permanent access to the content created short impulsive consumption but also had an influence on the short attention spans. Multipodium and micro-content found to drive effectiveness, as a clone of the fact, the incision of all channels seamlessly is not a choice.

In the 2019 study by Hwang and Jeong, cognitive and moral factors were the focus of social media advertising and how they affected it being avoided by young consumers. The research showed that cognitive appraisal as deceitful, distracting and exploitative, as well as moral disengagement from the negative effects of ad shunning, turned out to be key predictors of the young people's advertisement avoidance tendency.

The most current is the 2022 collaborated review of social media in marketing conducted by Alalwan, Rana, Dwivedi, and Algharabat, particularly on the implication for the Gen Z consumers targeting. The research stressed on how social media advertisement, influencer marketing and user-generated content of this era dominate youth's brand consideration and influence their buying intention as well as shaping their overall consumer behaviour. Hence, more strategic and customized social media activities are needed among marketers.

## **METHODOLOGY**

The research methodology for the research on the consequences of social media advertising on Generation Z starts with the definition of the research question or formulating a hypothesis based on the questions about consumer behavior, brand awareness, and purchase intention of the study. A representative segment of the Gen Z population aged 18-25 from the different backgrounds is picked for data gathering purpose via surveys, questionnaires, interviews as well as focus groups. While in the first we apply two approaches: quantitative and qualitative to get a

better picture of how social media advertising affects Gen Z, in the other we use numerical data. Relational statistics like regression analysis and correlation are being used simultaneously with the thematic analysis of the qualitative data to establish any distinct patterns and links in the data.

Ethical questions are becoming a major focus of our attention, which is followed by respect for donor confidentiality, informed consent, and data transition control. Integration of data from various sources would be use to make the information more reliable. Research variables, namely independent variables (content of social media ads and platforms they are advertised and seen on), is explained along with dependent variables (purchase intention, brand loyalty and consumer behavior) and control variables (demographics). Attention is paid and drawbacks, especially subject selection errors, are noted, and future research suggestions are given.

The focus group is a device of effective group interaction where mutual views among the group members towards the impact of social media advertising to the society are uncovered. Recognizing frequently occurring patterns and themes needs the qualitative data analysis method. In addition to this, questionnaire surveys accumulate data with respect to advertising strategies' exposure and engagement by means of which these strategies are measured and statistically analyzed. Content analysis deals with features and techniques in the set of social media advertising, thus, contributing to the understanding of themes, messaging techniques and visual elements in these ads. As a robust approach, it is designed to contribute treasured revelations to academic studies of generation Z and marketing literature of this generation as well.

## **RESULTS AND DISCUSSION**

It would be easy to see from the results that giving Gen Z's inputs into social media marketing is an issue. The survey shows that the percentage of social media usage has a high range among teenagers, who mainly use the social networks like Instagram, Snapchat, and TikTok. They tend to be subject to an excessive amount of social media ads as a result of that only. Further, the advertisement content they get exposed to daily is a considerable amount.

On the other hand, even though the use of media advertising is deep-rooted with Gen Z affected consumers, their views concerning it are mostly a neutral to negative attitude. Those participants rarely consider the advertisements as very informative regarding the services and the propensity to click on them is rather low, thus indicating that the engagement level is low.

Considering the factors behind the level that of Gen Z's trust and engagement with social media advertising, weightiness obviously preconizes the most significant one. The first factor that determines the brand credibility is responded to on the top of the list followed by the interest related as second and the credibility of source as the latter.

The data also indicates the power of the social media advertisement to be a factor weighed moderately by Gen Z while making purchase decision. Although it may have prompted a greater amount of people to research these products or services in more detail, the proportion of people who actually purchased them after these extraction remains relatively low. This shows that despite the fact that social media advertising can draw their attention, there are still other factors behind their final buying decisions. Video Transcript: In the age of constant digital distraction, it's not surprising that young people often find it challenging to focus on longer pieces of written content. Reading online is divided into snackable, bite-sized pieces due to the abundance of links, social media distractions.

Although the moderate impact of social media advertising on Gen Z cannot be denied, it gives rise to many key concerns among them, such as annoying or intrusive nature of these ads. One important consequence of them is that more than half of teens reported the ad or hid it because of a relatively high level of intrusion in their lives or lack of relevance. This behavior ascertains that the generation of Gen Z, look for marketers to advertise on social media through relevant and non-intrusive way.

Findings from the data related to the impact of social media advertising on Gen Z:

- The sample size appears to be mostly gen z people between the ages of 15 and 25 years, inferring that the data is inclusive to a high extent of gen z consumers.
- Social media platforms such as Instagram, YouTube, and Twitter are the most popular ones within the scope of this survey, which shows that they are the most-used types of online channels by Generation Z.
- Majority of survey participants spend up to 3 hours per day, which is probably the most one can spend, on social media, which shows social media's grip on Gen Z.
- Apparently more respondents (an overwhelming majority) notice advertisements on social media and majorities of them locate them very frequently or often; therefore, significant adverting exposure of Gen Z is evidenced by this fact.
- Highlighted by the fact that most respondents rate the trustworthiness of social media ads reasonably high; however, a substantial proportion also show that they are not convinced and this implies a rather complicated view of the reliability of such advertising among Gen Z consumers.
- When the survey results are analyzed, it shows that the majority of respondents find social media ads highly informative and this proves that they derive value from the information shared whilst a quite large volume does not find them informative.
- A large majority of the respondents state that they will highly tend to click on the ads to be posted on social media accounts with this being an indication of the effectiveness of these type of advertisements in ensuring engagement from Gen Z.
- A poll of respondents showed that a large percentage follow brands, companies influencers, and celebrities on social media platforms, hence demonstrating the usefulness of the platforms in marketing and running influencer campaigns targeting the Gen Z generation.
- The majority of participants show a predominant mood which is positive regarding social media ads, although a considerable part of them are having a lesser accepting mood which indicates social media ads receive both negative and positive reactions, Gen Zers in a range of attitudes.
- For Gen Z, the influencing power social media ads have on their buying and research habits are obvious. The fact that majority of responders who saw similar advertisement have purchased products or services as well as researched about products further shows the power of such advertisement on the consumer purchasing and research habits of Gen Z.

## CONCLUSION

A social media marketing research on GenZ interaction depicts that they are constantly active on Instagram, Snapchat or TikTok, but their opinions about brands advertising on such platforms is mostly negative and they provide a low level information with no intention to engage.) Advertising media of the traditional epoch are often simply not understood by the younger generation, which makes it so important for the brands to have one of their fundamental values connected to credibility, relevance and personalized message to the potential buyers in order to capture their hearts and imagine to be doing business with those brands. Communication with Gen Z call for a strong brand to find out the modern communication tactics like augmented reality and interactive content that put forward the desired format towards the preference of youth. Positioning social media as a two-way dialogue channel where brand-consumer interaction and co-creation is possible could not only cause the creation of more relevant

campaigns but also increase the sense of ownership breaking social media marketing down to a collaboration mechanism. The study highlights this goal of further improving the strategies as it shows how brands and platforms can steer the future of social media marketing. This is done by being open to changes and adapting to the new technologies; more importantly, the brands and the platforms should be taking an active part in creating more engaging and meaningful experiences with Gen Z.

### **ACKNOWLEDGEMENT**

I have made my hardest efforts to complete my Master Thesis. As it stands now, I could not pull anything off without so many teammates and colleague's interdependencies. I really want to say massive thank you to all of them.

The gratitude within me is boundless as well as I sing hymns in praise of the amazing coaching and mentorship received from CMS BUSINESS SCHOOL.

There is no better way of showing my appreciation to my parents and the whole CMS BUSINESS SCHOOL which gave me the strength and pushing that helped me achieve this project.

### **REFERENCES**

- Aldossari, M. J., & Sidorova, A. (2020). Consumer acceptance of social media advertising. The role of influencer credibility and perceived intrusiveness.
- Boutzouri, A., & Kallia, M. (2022). The impact of social media influencer advertising on Generation Z consumers' purchase intentions.
- Childers, C. C., Lemon, L. L., & Hoy, M. G. (2019). #Sponsored #AdvertisingKidsFluencers: Examining the regulatory landscape in the age of social media marketing.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude.
- De Vries, L., Gensler, S., & Leeftang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. (n.d.).
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users.
- Duffett, R. G. (2020). The influence of social media advertising on Generation Z consumer decision making.
- Ewers, N. L. (2017). Unpacking the Narrative of Social Media Promotion.
- Flanagin, A. J., & Metzger, M. J. (2007). The role of site features, user attributes, and information verification behaviors on the perceived credibility of web-based information.
- Goh, K. Y., Heng, C. S., & Lin, Z. (2013). Social media brand community and consumer behavior: Quantifying the relative impact of user-and marketer-generated content. (n.d.).