



“A study on Gen Z customers buying Behaviour in response to online social media platforms.”

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Abstract: Today, social media has become an essential part of everyday life. Platforms such as Instagram, Facebook, YouTube, and Snapchat are widely used for communication, entertainment, gathering information, and online shopping. These platforms have significantly changed the way businesses interact with consumers and have a strong influence on customer buying decisions.

Generation Z, often referred to as digital natives, grew up in a world shaped by smartphones, the internet, and social networking sites. As a result, they depend greatly on online content, digital advertisements, influencer recommendations, and customer reviews when making purchasing choices. Before buying a product, they usually compare options, watch online reviews, and seek opinions through social media platforms. To attract Gen Z consumers, companies adopt various digital marketing strategies such as personalized advertisements, influencer collaborations, short-form videos, live streaming, and user-generated content (UGC). The main purpose of this study is to examine how social media platforms influence the purchasing behavior of Generation Z consumers.

Keywords: Social Media, Generation Z, Consumer Buying Behavior, Digital Marketing, Influencer Marketing, Online Reviews, Purchase Decision, Customer Engagement

Introduction:-

The rapid growth of digital technology has transformed the way businesses communicate with consumers. One of the most effective modern marketing strategies is influencer marketing, where brands collaborate with social media influencers to promote products and services through engaging and relatable content. This approach helps companies connect with consumers in a more personal and trustworthy manner.

Generation Z (Gen Z), generally born between the late 1990s and early 2010s, is highly active on digital platforms and social media. Their purchasing decisions are strongly influenced by online reviews, influencer opinions, and recommendations from peers. Gen Z consumers value authenticity, transparency, and reliable information about products as well as the ethical values of brands. Because of this, influencer marketing plays an important role in shaping their awareness, attitudes, and buying intentions.

The effectiveness of influencer marketing depends on several factors, such as the credibility of influencers, the quality and creativity of content, and the level of trust built with audiences. However, misleading promotions or lack of transparency may create doubt and reduce consumer confidence among Gen Z users.



This research aims to examine the impact of influencer marketing on the buying behavior of Generation Z consumers through social media platforms.

Review of Literature:

The review of existing literature shows that influencer marketing has emerged as an effective digital marketing strategy because influencers are able to build trust and credibility among their followers. Brown & Hayes (2008) explained that influencer marketing helps brands connect with consumers in a more persuasive and reliable way. Similarly, Freberg et al. (2011) highlighted that characteristics of influencers, such as credibility, expertise, and attractiveness, significantly affect consumer attitudes toward brands.

Research by De Veirman et al. (2017) revealed that influencers with a large number of followers are effective in increasing brand awareness, while micro-influencers often create stronger engagement and higher levels of trust among audiences. In addition, Djafarova and Rushworth (2017) found that Generation Z consumers are more likely to trust influencers who appear genuine, relatable, and authentic rather than traditional celebrities. Furthermore, Lou and Yuan (2019) stated that high-quality content and a strong match between influencers and brands positively influence consumer purchase intentions.

Objectives of the Study:-

1. To examine the influence of social media platforms on Gen Z customers' buying behaviour.
2. To identify the key social media factors (such as influencers, advertisements, reviews, and trends) that affect purchase decisions.
3. To analyse how online content and peer recommendations shape brand perception among Gen Z consumers.
4. To evaluate the level of trust Gen Z places in social media marketing compared to traditional advertising.

Research Methodology Research Design: - Research Design

This study will adopt the use of descriptive research methodology for the purpose of analyzing how Gen Z consumers react towards influencer marketing in their purchasing decisions. The research will use a quantitative method whereby the main source of data will be primary sources and collected through a survey questionnaire.

- Sampling Technique: Non-probability convenience sampling.
- Target Population: Gen Z consumers born in between (1997-2013)
- Sample Size: N = 100 respondents.
- Data Collection Tool: A structured questionnaire using a 5-point Likert Scale (1 = Strongly Agree, 5 = Strongly Disagree).

Data Analysis Plan

This study will adopt the use of descriptive research methodology for the purpose of analyzing how Gen Z consumers react towards influencer marketing in their purchasing decisions. The research will use a quantitative method whereby the main source of data will be primary sources and collected through a survey questionnaire.

Findings of the Study:-

The survey findings reveal that influencer marketing has a significant impact on the purchasing behaviour of Generation Z consumers. A large number of respondents stated that social media influencers affect their buying decisions, especially when the promoted products or services match their interests, preferences, and personal needs.



The study also identified authenticity, credibility, and trustworthiness as the most influential factors in successful influencer marketing campaigns. Consumers are more likely to trust and purchase products recommended by influencers who provide honest opinions and appear genuine in their promotions. In addition, influencers who maintain a relatable personality and consistent online presence are more effective in persuading audiences and building stronger connections with followers.

Furthermore, the analysis indicates that engaging and high-quality content plays a major role in the success of influencer marketing. Interactive activities such as reels, product reviews, demonstrations, and creative posts attract greater audience attention and encourage consumer engagement. Active communication between influencers and followers through comments, discussions, and feedback also strengthens the effectiveness of marketing campaigns.

Conclusion:-

In conclusion, this study highlights the strong impact of influencer marketing on the purchasing behavior of Generation Z consumers. As digital natives, Gen Z individuals heavily depend on social media platforms to gather product information, read reviews, and seek recommendations before making purchasing decisions. The findings from the literature review and survey analysis indicate that factors such as credibility, authenticity, trustworthiness, and content quality play a major role in shaping consumer attitudes and buying behavior. Influencers who appear relatable and genuine are generally more successful in engaging audiences than traditional celebrities. However, excessive promotional content or lack of transparency may create skepticism among consumers and reduce their trust in influencers and brands. Among various social media platforms, Instagram and YouTube were identified as the most effective platforms for influencer marketing activities. Their interactive features and visual content formats help businesses connect more effectively with Gen Z audiences. Overall, businesses should carefully consider the preferences, expectations, and trust factors of Gen Z consumers while designing influencer marketing campaigns on social media platforms.

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