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**THE INFLUENCE OF SOCIAL MEDIA ON BUYING  
BEHAVIOUR OF GENERATION - Z**

**Ekta Lalwani <sup>a</sup>, G Uday Kumar <sup>b</sup>, Ms Meena Rani <sup>c</sup>**

**a,b PGDM student, xavier institute of management and entrepreneurship Bangalore.**

**cDr. N. Meena Rani, Assistant Dean XIME, Bangalore, Hosur Road Electronics City, Phase II  
Bangalore-560100**

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**KEY WORDS- Social Media Marketing, Consumer Behaviour, Generation Z,  
Marketing Strategies.**

**ABSTRACT**

There has been a rapid increase in the number of users online providing companies with new nodes of connection to engage with their current and prospective customers. In the era of digital boom, social media marketing is being embraced by numerous organizations to tap their clients and build associations. One important target market for brands in this case is generation Z because they are digitally advanced and possess technological literacy that's fairly new to the market. This nature of generation Z people makes social media platforms an opportunity for marketers to reach out to them.

This study attempts to explain the emergence of social media marketing as a tool of promotions and its impact on generation Z's buying behaviour with a sample of 200 respondents living in metropolitan cities of Bangalore, New Delhi and Hyderabad. The objectives of the study were to identify the potential factors that influence consumer purchase behaviour while looking for products online on websites or on social media, exploring consumer expectations, and finding out the most preferred social media platform. After carrying out the analysis of data it was found out

1. Instagram was the most frequently used apps among the male population
2. Price was the major factor under consideration while making a product purchase for the male segment
3. Influence of advertisements on purchase behaviour of males showed a positive and higher degree of impact as compared to female population

4. For professionals YouTube and Instagram were the preferred social media websites over Facebook and reviews are the major consideration factor for them

On the basis of the analysis it is recommended that in order to build trust among existing customers and gain more leads companies must focus on driving more traffic to their website and social media pages, engage with current and future potential customers and should also trace the online behaviour of target customers, to ascertain which network works in favour of the company's product and services

## **INTRODUCTION**

Social media is a web communication source which has been adopted by corporates as a medium to get feedback, communicate and for distribution of information centered around culture. The usage of online platforms namely Facebook, Youtube and Instagram has expanded dramatically with the rapid developments in technology. With constant changes in the environment and technological advances, consumption, business practices and promotional tools have been revisited. Social media marketing has been a prominent tool nowadays. Consumer buying behavior is always there, as times are changing, consumers don't have time to go to a physical store. Online buying saves the buyer time and effort and allows the purchase to be combined with other activities. As a result, the company is focused

on increasing its social media presence wherever he/she has access to the internet. One of the brand's main audiences in this context is Generation Z. This implies that the people of this generation grew up with an admissible level of technical know how. The behavioural characteristics of Gen Z gives marketers an opportunity to make social media platforms away to achieve better reach. This research seeks to shed light on social media marketing principles, exposing how strong and remote they are.

## **THEORETICAL BACKGROUND**

Psychological patterns of general human behavior and customer behavior are derived from areas that emerged during World War II while promoting psychological telemetry. Rather than looking at the market together, marketers were much more focused. When placed in the role of an individual consumer, marketers needed to be able to understand all their thoughts. In the butterfly definition of things, it will still be a term. We appear to have uncertainties: are sales of goods declining? You ought to change your clients' behaviour. Did the user change the site? We require a down-routine of customer behaviour that is eccentric. The important thing is that just knowing a few guidelines can help in determination of consumer behavior and may lead to better practices. It provides a detailed analysis of the procurement process and tools to understand who customers are, and why they do. (EKB) EKB models expand the idea of Rational Action and are used by users after development. This implies a five-step procedure to be performed. Purchase- The first step, the input, is where much of the advertisement content they see on Television, magazines or digital platforms is consumed by customers. They transfer that to the following location after the customer receives information. Collection of information- Buyer contrasts Past experiences with inputs, experience and expectations. After some thinking, by deciding to sell, customers will turn to decision-making and build wise perspectives. In the judgment component, the client is influenced by the process variables. The most important is input. The vendor must provide the consumer with ample details about the transaction during the whole first step of information to motivate the buyer to proceed with the company property in question.

## **LITERATURE REVIEW**

1. Balkrishna Sangurde and Somaiya Vidyavihar in their work on " the effect of web-based media on shopper purchasing conduct" Devoted web media for inner input, collaboration and sharing which was explained in concern to the media. The objective was to search for the Impact of online media on customer conduct in metropolitan regions. Shoppers and organizations all throughout the planet are more associated than any other time in recent memory with the Internet. - from 18% in 2016 to twenty .26 percent in December 2017.

2. Kirti arekar, Rinku Jain, Surrender Kumar and Shalaka K. Ayarekar in their study on "The Impact of Social Media Sites on the Effects of Consumer Buying Behavior on Electronics" focused on examining the factors influencing generation Z's inclination and behaviors within the Indian electronics industry, and this work was mainly aimed at middle aged employed ladies making use of electronics over the state of Maharashtra, India. Research shows that social media has a positive influence on the pursuit of diversity. This study helps producers and retailers to engage.

3. Monica Ramsunder in her research on the 'impact of social media marketing on purchasing decisions in the tire industry' Explains technology and the network boom that encouraged everyone. The social commitment of clients hugely affects showcasing efforts since promoters need to contemplate the components influencing the buying selections of clients (Evans, 2010). The significance of this investigation was that contact advertising had taken on a unique perspective with the development of the online market and consequently the CTSA's normal advance was to interface in web-based media showcasing.

4. MS. Shalaka Ayarekar' is her study on "The Impact and Effectiveness of Social Media Advertising on the Buying Behavior of Young Working Women Referencing Consumer Electronics," explained the absence of research on social media in the Indian sense, or more specifically in Maharashtra. Different topics are listed in the first, second and third part of the study, such as social media concepts, social media ads, customer purchasing behavior (1) science, advertisement, social media and consumer behavior, social media and consumer electronics, social media and women (2), various social media tools such as Facebook, Twitter and LinkedIn (3). In the fourth part of the research study for the purpose of analysis, marketer explores in depth the different advertising tactics implemented by the 38 leading consumer electronics firms.

5 Basma Shamieh, 2 Mohamad Shehada (2020), in their project "The Impact of Social Media Applications on Young People's Buying Decisions at the University of Jordan," explained that for adult consumers around the globe, social media has a very trendy and high rate of usage. In 2018, the social media research developed at the Pew Research Center was growingly adopted in developing countries. Jordan is undergoing a "youth bulge," the average age being 23 and the social media use demographic of young people is growing.

6. Dr. Smriti Tripathy (5 June 2019) explained in her study on the "Impact of social media for the purchase of fashion clothing" The focus of this study was to plunge further into the influence of web-based media on age purchasing conduct today, dress names and customers work on a web-based media network. This field of research has become the most loved point among specialists around the objective, learning the impact of online media on purchaser conduct.

7. Harshini CS (2015) "The effect of social media advertising on consumer buying interest" explains social media is transforming conventional advertisement media and suggests that corporations must build effective online advertising campaigns to optimize the current market segment by integrating effective features in online advertising, specifically on web-based media. This analysis makes analytical and methodological contributions to current literature on Social Advertising and Customer Purchasing Intent. The attributes of online ads and its impact on intentions.
8. Lakshmi Preetham and Dr. Nirmala Mohan (2019) in their study on "Research on the impact of social media on consumer purchases" explained that businesses around the world realized gaining the importance of the consumer and continuously seeking to discover new ways of being competitive. Social networking is the new sales tactic used by companies to connect with their clients and remain relevant. This examination expects to investigate how informal organizations impact purchasing choices of clients.
9. In a study on "The Impact of Social Media on Online Shopping," Arul Jothi and A. Mohamadraj Gaffoor explained that social media is revolutionizing the way of communication and sharing information and interests. This research seeks to assess the impact of social media use on the purchasing decision process. It was found social media feedback also influenced the acquisition decision process and the tendency to share experience after purchase is surprisingly good.
10. "Funde Yogesh and Mehta Yesha" (2014) in their study "Effect of Social Media on Purchase Decision" described social media as the way of communication and sharing of information and interests. This paper endeavors to survey the utilization of online media and tracks down that online media is generally utilized in the wellspring of data to accomplish convenience, effectiveness and reliability.
11. "Manjit Kour (2020) in her study on "the impact of social media marketing for consumer buying behavior" explained that the motivation behind this article is to consider the effect of web-based media showcasing for customer buys. The investigation was conducted for users in Punjab and focused on examination of measurable cycle of correlational examination and Multiple rectilinear relapse investigation was received. Ends it has been discovered that confidence, seen esteem and idealistic audits absolutely influence purchaser buying activities via web-based media.
12. "Mrs. Smita Dayal" (2016) in a study on "Analyzing the Impact of Social Media on Web Purchasing Behavior of Indian Consumers" said that this investigation adds to a multidisciplinary investigation of web-based media by experimentally analyzing the effect of online media. It expects to give data on factors impacting purchaser practices of Indian clients' buying conduct, and among them, the elements influencing customer's web-based buying conduct are segment factors (age, sex, training, pay) It can be separated into mental components.
13. "Dr. MSulaipher and Mr. Jojo Joy" noted in their study on "The impact of social media marketing on Kerala rural advisors" that there has been a recent development in online promotion. This paper furnishes the organizations with bits of knowledge into the effect of received SMM endeavors to support the client experience and view of them in Rural India. This examination will work with the advertiser to see, nonetheless, perspectives impact purchaser conducts towards SMM in Rural India.

14. "Simarpreet Kaur, Nittan Arora, and Harshpreet Kaur" (2019) in their report on "The Impact of Digital Media on Consumer Buying Behavior" said that there are signs that computerized innovation has changed the retail scene in the course of recent years. Proof for this can be found in buyer studies showing how much advanced instruments are coordinated into the shopping experience. From the maximum straightforwardness to portable warnings and social sharing, retail is significantly more into innovation and social.

### **STATEMENT OF PROBLEM**

Cyberspace has changed the means by which the current companies and set ups are endorsing their goods and services as well as the communication network between them and their customers. In addition to unique events, promoting the plug, buyers are struggling with the results of a handful of companies promoting them.

The effectiveness of old-fashioned mass media, incorporating commercial TV, wireless communications, jingles and advertising in print presentations such as newspapers, magazines and other print presentations in international markets and billboards, is rapidly decreasing.

Social media in current times donates speed to shopping effects to the actions of Gen Z individuals

### **RESEARCH GAP**

The lack and rarity of well-structured research related to digital marketing and online consumer buying behaviour has led researchers to address this issue. Previous researches revolved around the impact of social media on people without any comparative analysis of the various platforms available. Our study bridges the gap by finding out the extent to which social media is influencing the people of generation Z and the role of factors such as gender, city, profession or age group in the purchase decision making process. For organizations that aren't on a lookout to find the most influential platforms among Instagram, Facebook, YouTube for their marketing campaigns can benefit from this study

### **RESEARCH OBJECTIVES**

The main goal of study is to determine the influence of digital Marketing on Online Consumer purchase decisions through subsequent targets:

1. To study the influence of web based media on generation Z's buying behavior
2. Exploring expectations of consumers when purchasing a product through social media websites.
3. To find out the most preferred social media website for consumers to buy products online.
4. Taking social media websites as a medium to identify and analyze factors influencing Gen Z's buying behavior during the purchase process

### **RESEARCH QUESTIONS**

1. How aware are the consumers about online purchases?
2. How social media has emerged as a tool for gaining potential customers and maintaining current ones
3. What factors does Generation z consider when buying products online through

socialmedia

4. What features encourage consumers to buy things over social media? 5. What changes has social media brought to the perception of consumers at several stages of decision making?

## **HYPOTHESIS**

H1: Social media has an influence over the consumer's purchase decision

H0: Social media has no influence over the consumer's purchase decision

H2: gender plays a significant role in influence of social media on generation Z  
H0: gender doesn't play significant role in influence of social media on generation Z

H3: Demographics has a key role in influence of social media on generation Z  
H0: Demographics doesn't have a key role in influence of social media on generation Z

H4: There is noticeable difference in influence of social media among people from different professions

H0: There is no noticeable difference in influence of social media among people from different professions

## **METHODOLOGY**

To conduct this study, online shoppers in the age group of 16-24 years were approached to submit their responses. Therein, patterns of buyers' use of digital platforms and networking sites, particularly in relation to their responses towards online advertisements as a source of desired information, were studied to understand the phenomenon of social media marketing.

## **DATA SOURCES**

For this exploratory research data that has been collected is from both primary and secondary sources.

**Primary data** - Data accumulated through primary sources has been collected through a structured questionnaire filled in by social media users who use it for the purpose of buying and otherwise

**Secondary data**- Data accumulated through secondary sources has been collected with the help of the following resources-

- Books
- Referred journals
- Magazines
- Internet sources

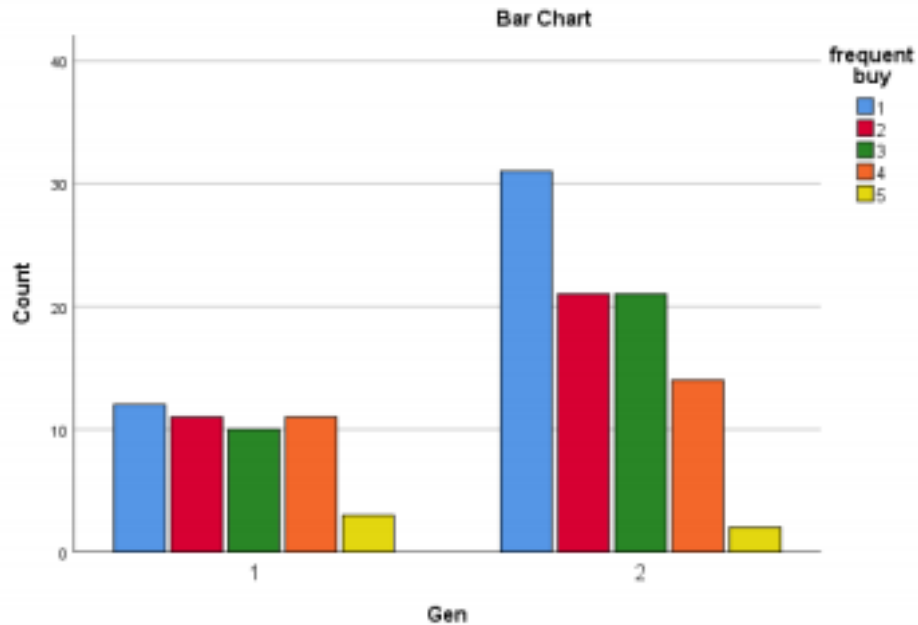
**Population** - For the purpose of this research all available social media users in the age group of 16-24 years constitute the population under study

**Sample size** - For the purpose of this research a sample of 200 Social Media users was surveyed for collection of relevant data

**DISCUSSION**

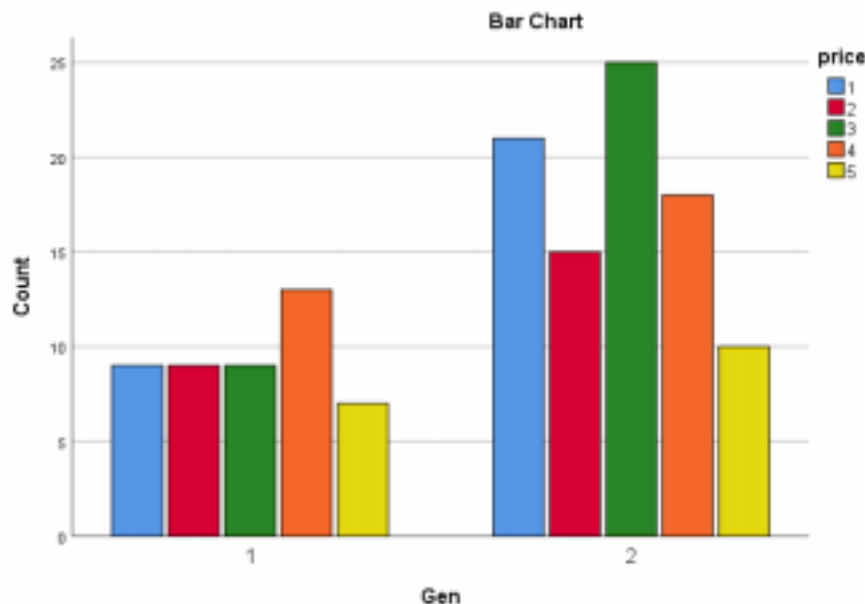
While going through the statistical analysis of the data collected, following observations in regards to the gender was made -

1. Instagram was the most frequently used apps among the males as compared to females
2. Buying frequency via instagram was more among the males as compared to the females



**category 1 denotes female, category 2 denotes males**  
**Numbers 1-5 denotes likeliness (1=least likely and 5 =most likely)**

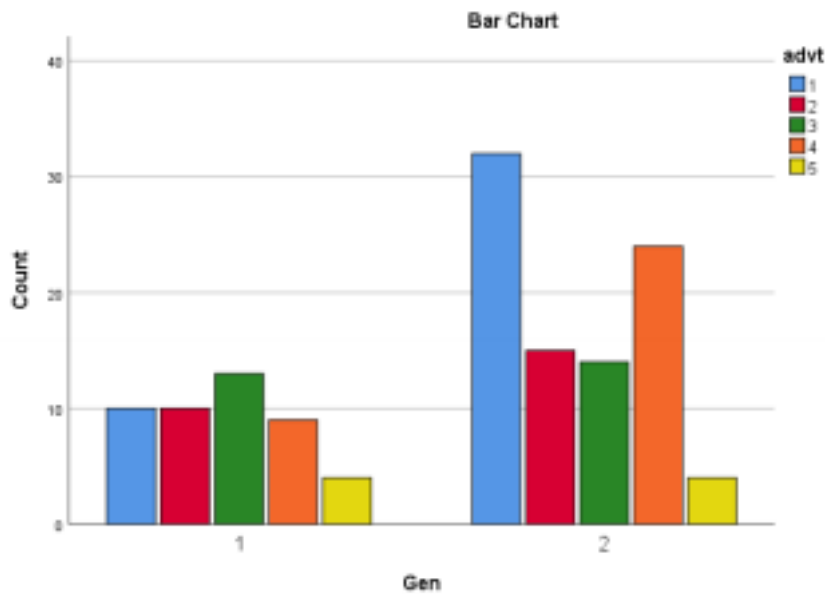
3. Price was the major factor under consideration while making a product purchase for the male segment



**category 1 denotes female, category 2 denotes males**  
**Numbers 1-5 denotes likeliness (1=least likely and 5 =most likely)**

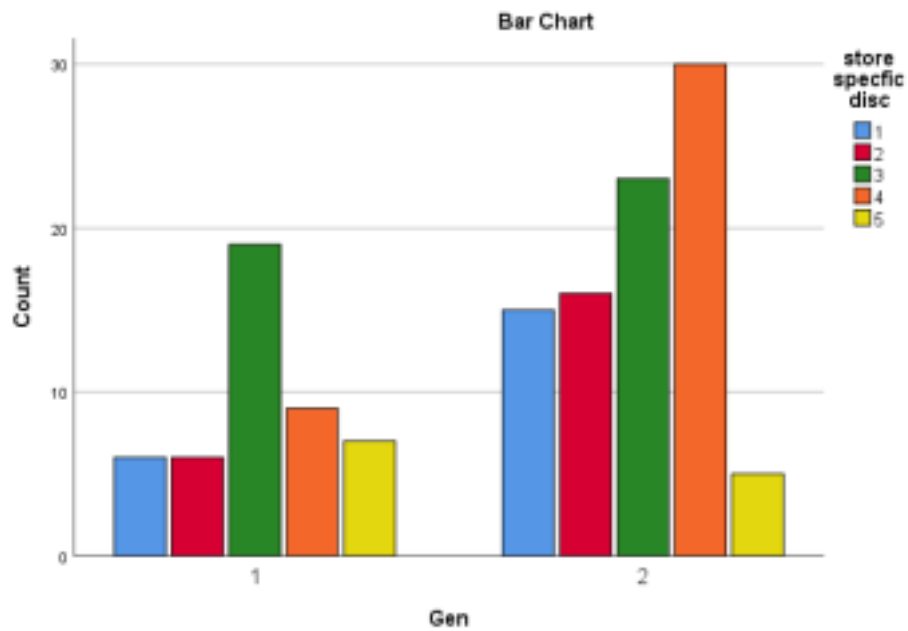
4. Influence of advertisements on purchase behaviour of males showed a positive and

higher degree of impact as compared to female population



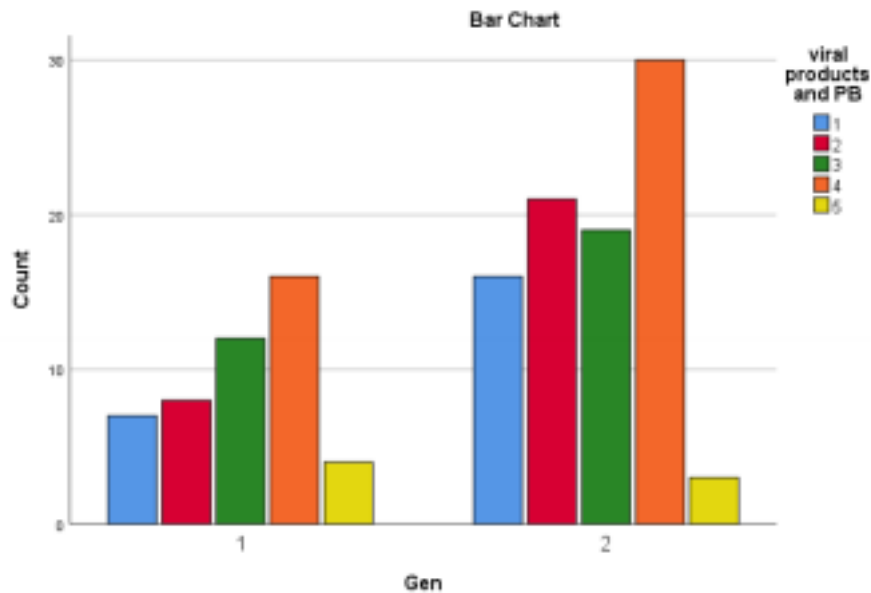
category 1 denotes female, category 2 denotes males  
 Numbers 1-5 denotes likeliness (1=least likely and 5 =most likely)

5. Store specific discounts and viral products influence the purchase patterns of the male population



category 1 denotes female, category 2 denotes males  
 Numbers 1-5 denotes likeliness (1=least likely and 5 =most likely)





**category 1 denotes female, category 2 denotes males**  
**Numbers 1-5 denotes likeliness (1=least likely and 5 =most likely)**

following observations in regards to the city was made -

1. YouTube is a preferred option for people of Hyderabad and Bangalore over Facebook and Instagram where as people of Delhi prefer instagram over the other platforms 2. The main reason for people of all the cities to use social media is for fun and entertainment purposes

3. Hyderabad people look for the following benefits and features in a product-

- Ease/ hassle free purchase
- Variety
- Convenience in buying
- Available offers

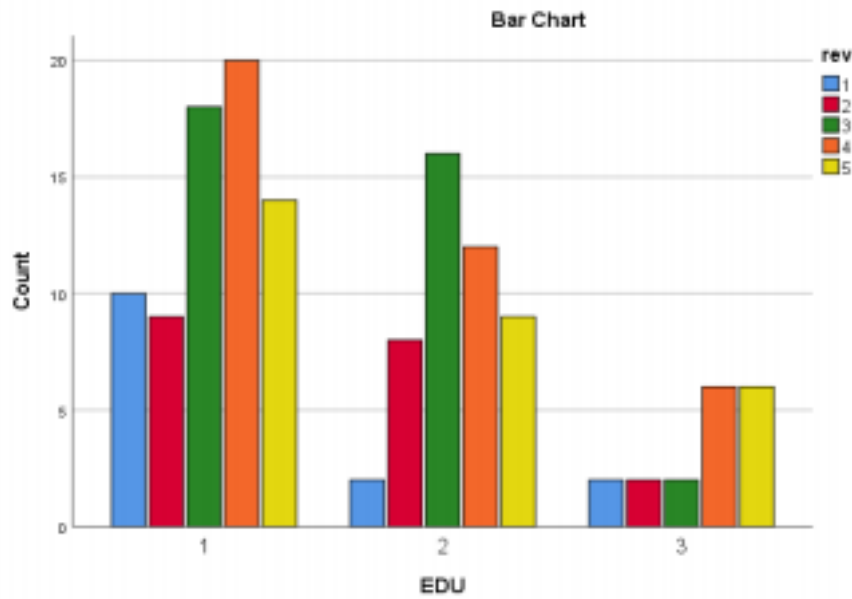
1. Bangalore people look for the following benefits and features in a product- ●

Product and manufacturing information

- Terms and conditions
- advertisements

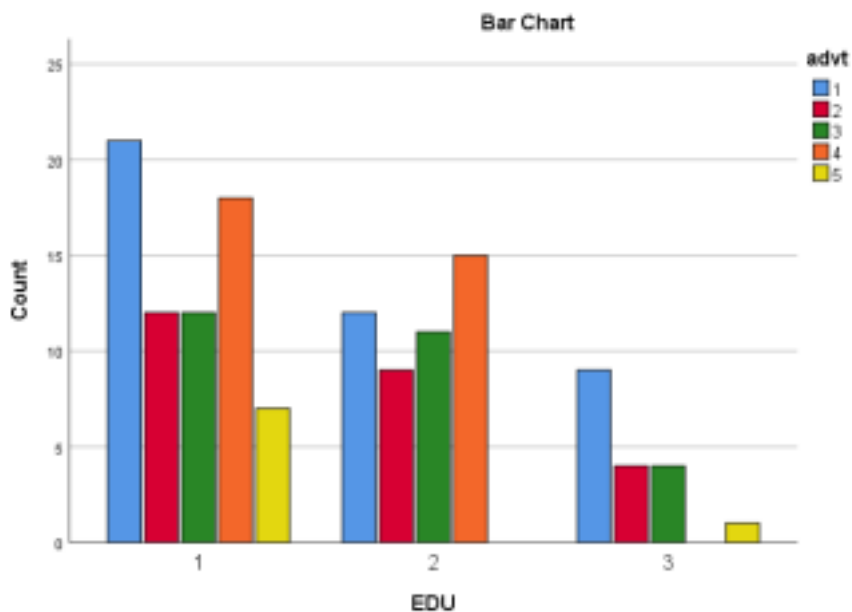
following observations in regards to education status were made

1. For professionals YouTube and instagram are the preferred social media websites over Facebook and reviews are the major consideration factor



**The above graph explains how likely professionals(1),UG people(2),PG people(3) are to look for reviews online while buying products.**

2. Post graduates consider buying on instagram over the other two social media websites where in store specific discount and advertisements play a key role in influencing their purchase behaviour

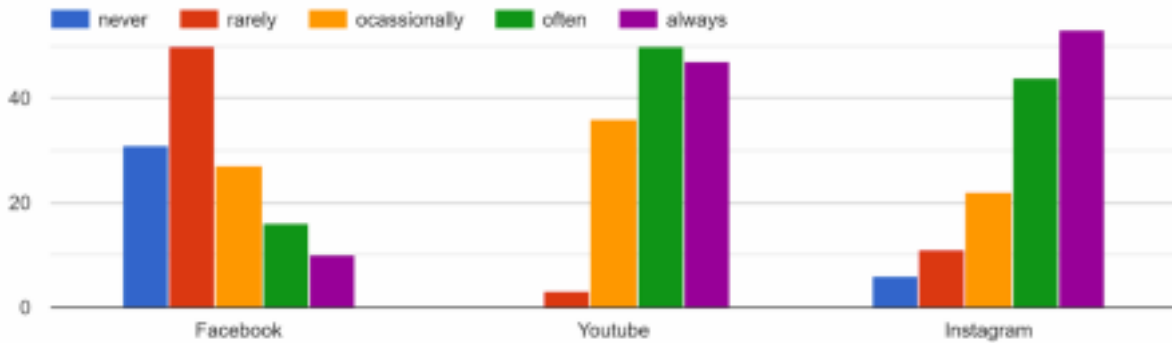


General observations

1. There is negative correlation between time spent and Facebook usage which implies people are not willing to put in their extra time on using Facebook
2. Maximum people from the sample population like to spend their time buying via instagram rather than the other two alternatives

**RESULTS**

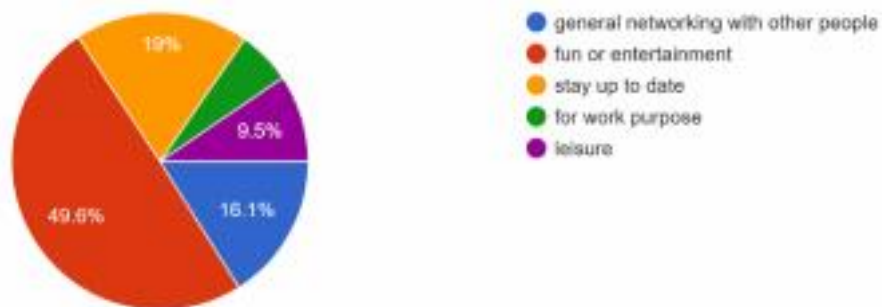
How frequently do you follow the below mentioned social media (SM) websites



**Inference from the above graph**

Maximum respondents from the sample preferred using Instagram over the other two websites and spent a major portion of their time on it

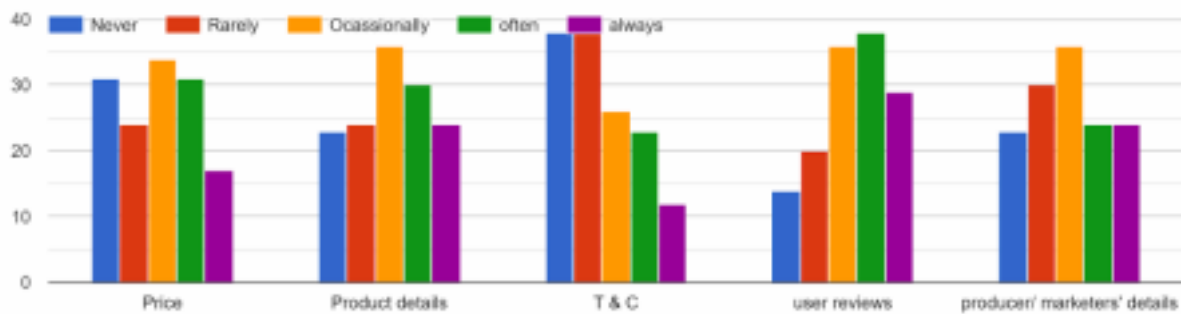
The main reason(s) for using social media  
137 responses



**Inference from the above chart**

Majority of the population uses social media as a source of entertainment and fun followed by using it as a medium to stay updated

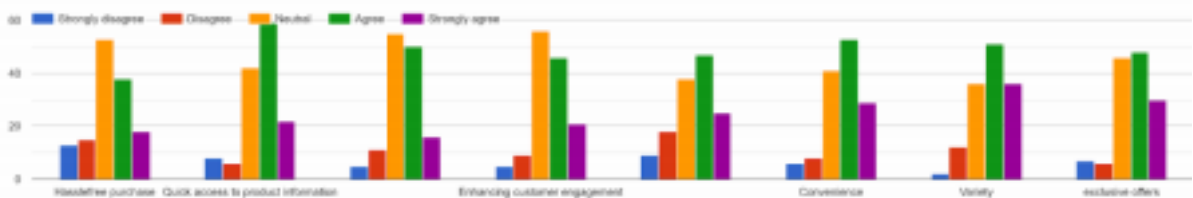
How often do you search the following information on social networking sites with regards to the product?



**Inference from the above graph**

Majority of the respondents often look for user reviews and product details while surfing through social networking sites

The following benefits of using social media affect your purchase decision



**Inference from the above graph**

Majority of the respondents strongly agreed that variety, exclusive offers and convenience were the major considerations while buying products online

**RECOMMENDATIONS**

In order to attract more customers among this generation group companies should advertise via instagram and youtube keeping the following factors into consideration

1. Variety
2. Attractive offers
3. Social media presence
4. Secure payment options

Since the world is expanding on a regular basis with wider options available to the customer, Businessmen and entrepreneurs across the globe are advised to indulge in practices of imbibing social networking sites in all of their important business operations in order to reach customers easily and improve their functioning through effective feedback mechanism for customers

This will facilitate in distinguishing the rising customer needs, boosting interaction additionally enhancing client/customer engagement in product/service decisions through economical communication systems

Customers ought to conjointly be inspired to go to the social networking sites to get access to new data and be up so far with the changes within the operations of the businesses

To build trust among existing customers and gain more leads companies must focus on adopting the following strategies

1. Aiming at driving more traffic to their website and social media pages
2. Engaging with future potential customers by answering to their doubts and queries or helping existing customers with usage of products and services through question answer chat window
3. Giving customers reasons to mention company's brand and referring it to others
4. Tracing the online behavior of target customers, to ascertain which network works in favour of the company's product and services
5. Company's identity ought to be uniform across all channels by focussing not only on building a stronger brand, but also creating awareness and loyalty among the current and future customers

### **DIRECTION FOR FURTHER RESEARCH**

In our research certain external variables such as product related factors are ignored to generate comprehensible results and one that aligns with our objective of study. For further research and study researchers can use these factors to ascertain the influence of social media on consumer behavior which can also be product-related.

Further the future researchers must avoid making generalizations that are based on unreasonable evidence or no evidence to ensure external validity of researches

### **CONCLUSION**

In recent times the speedy increase in the utilization of web based media has helped brands connect with their current and future customers. Corporations are focusing on improving and diversifying their social media presence thereby focussing on devising and implementing new social initiatives at a higher rate.

This study was conducted to analyse the influence of social media on purchase behaviour of generation z of three metropolitan cities namely Bangalore, Hyderabad and New Delhi

One necessary target market for brands in this context is the people of generation Z because they are digital natives, which implies that they grew up with a level of technological acquirement and knowledge that's fairly new to the market. This nature of Gen Z makes social media platforms an opportunity for marketers to succeed in betting on them.

At the end of the study it was found out Instagram serves to be the most influential website among all the other social media platforms so available to generation z. Social media marketing is the new strategy for many brands since the last few years.

In addition the analysis indicated that once social media was used for shopping purpose, it fostered fast access to product information, facilitated problem free purchase, reduced stress of face to face dialogue/bargaining, improved customer satisfaction, and increased communication among merchandiser and buyer.

In assessing the influence of social media in consumer shopping behavior, it was ascertained that out of 100% of the consumers using social media 48.9% do not use it for product purchase decisions while 51.1% used it to make product decisions.

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