

A Study on Social Media Influences on Generation Z Buying Behaviour

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Abstract: *Generation Z has emerged as one of the most mystifying consumers as they are tech-savvy, digitally connected and educated users of technologies in the marketplace. Their cognitive power and social media networking have made them the market mavens who possess a wide range of information and consumer knowledge about many dimensions of the markets. To be the leader in the marketplace where so many options are available due to the free trade economy, marketers have to escalate their know how about their customers if they want to capture the attention of this segment of the market. The chief objective of the study is to find the social media influence on generation Z buying behavior, specifically from the angle of social influence and technology. A sample of 150 respondents was approached for a survey using a structured questionnaire. The results of this initial study indicate that Generation Z shoppers are coming up with unprecedented shopping habits and preferences. This research will adopt a quantitative approach and results showed that some of the most classical influential factors such as product features, price consciousness and family recommendations and social media influencers have a significant effect on the buying behavior of this generation Z. However, the results indicate the influence of computer literacy, peer and social influence and social media identity on the purchasing decision of Generation Z. The results of this study can be utilized to assist in predicting potential consumer adoption behavior and in designing favorable shopping environments that are compatible with these specific consumer traits*

Keywords: *Consumers, Generation Z, Buying Behavior, Social Media, Influence*

I. INTRODUCTION

This study examines the social media influences on generation Z's buying behavior. Generation Z is the generation after Millennials, and the generation before Generation Alpha. Generation Z (also called Gen Z, zoomers or iGeneration) is the name for people who grew up spanning both sides of the millennium transition. Although there isn't an exact date range, Generation Z includes those born between the mid-1995s to the early 2005s. Generation Z is often described as a more well-educated generation that are more stressed but more depressed compared to previous generations. They often have high expectations of themselves that are often not met. This is a new type of shopper and consumer to get to know. Generation Z is more or less born with a phone in their hand and has a completely different approach to social media and digitization in general. They use social media to seek inspiration, research products and connect with their favourite brands. Compared to older age groups, Gen Z shoppers are less likely to trust companies. Instead, they choose to follow influencers on Instagram and YouTube, who have a high following and reach. Generation Z uses social media to seek inspiration, research products and connect with their favourite brands. Influencers account for a large part of the purchasing decision, make sure that your e-commerce is going from traditional digital marketing to influencer marketing. So here we were going to analyze the buying behavior of generation Z and then their addiction towards social media and how much they are influenced towards social media influencers and its factors affecting the buying behavior of generation Z.

1.1 Statement of the Problem

The statement of the problem is to understand the social media influence on buying behaviour of generation Z also on exploring how much they are addicted to the social media. To understand how much they are influenced by social

Media's content creators and influencers and to find out the factors influencing the buying behaviour Gen Z. The results of this study can be utilized to assist in predicting potential consumer adoption behavior and in designing favorable shopping environments that are compatible with these specific consumer traits.

1.2 Objective of the Study

- To understand the buying behavior of Generation Z.
- To find out how much they are addicted to social medias.
- To understand how much they are influenced by social medias.
- To study the factors influencing the buying behavior Gen Z.

1.3 Research Methodology

The research methodology involves a systematic and structured approach to collect, analyze, and interpret data for the purpose of answering research questions or testing hypotheses.

A. Research Plan Data Source

- Primary Research Approach : Survey method
- Research Instrument : Questionnaire
- Contact method :E-mails, Social media

B. Research Design

A research which is used here is "Descriptive research". This study uses Survey methods with closed ended question.

C. Sample Size

Sample size of the study is 150. Sample size procedure was used to get optimum and reasonable information. The Survey method is used to collect data from the university students, and a structured questionnaire is designed to understand how much dose social media influence generation Z buying behavior.

D. Sampling Method

This Study uses simple random sampling methods which uses to selecting a small random group of people from the large population.

1.4 Method Of Collection

This study uses both primary data and as well as secondary data.

A. Primary Data

Primary data refers to original data collected firsthand by a researcher for a specific research purpose. This study using various questionnaire through surveys, it was responded from university students.

B. Secondary Data

Secondary data, which means data that was collected by secondary sources namely websites, journal articles and magazines.

1.5 Statistical Tools Used for Analysis

This study uses Percentage Analysis as a tool to find the influencing level of social media on generation Z.

1.6 Scope of the Study

The scope of the study would be to investigate the social media influences on generation Z buying behavior. The study aims to explore how the buying behaviour of Generation Z is affected by social media. Then to find out how much they

are addicted to social media. And then to understand how much they are influenced by social media influencers and content creators and also to study the factors influencing the buying behaviour Gen Z.

1.7 Limitation of the Study

- The sample size is very small among the large population of generation Z, where it is one of the major limitations for the study.
- There is a limited timeframe; the study may be conducted within a limited time frame, which may not allow for the observation in long term.
- It is impossible to understand the upcoming factors of influencing and changing perception of consumers buying behavior.

II. REVIEW OF THE LITERATURE

Literature review is a critical evaluation and synthesis of published research studies, theories, and scholarly articles related to a specific research topic.

(Ali, 2016) Consumer Buying Behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision making process, shopping habits, purchasing behaviour, the brands he buys or the retailers he goes.

(Mulya, 2018) Advances in information and communication technology have caused two major changes in the business world. Firstly, they have caused a wave of new companies emerge that base their business models on the internet. Secondly, they have given rise to the birth of a new group of buyers, known as Generation-Z, who level of expectation and response to consumption are different. Both of these changes -- in business model and in consumption behaviour -- have broad impacts on how companies connect with their business partners and customers.

(Lung, 2019) The purpose of this paper is to highlight behavioural differences in online shopping via technical devices used by Millennials (Gen Y) and Gen Z in an emerging market. generations still prefer shopping in bricks-and-mortar stores to online shopping, while Gen Z mostly prefer shopping online with their smartphones. Gen Y shop online fairly frequently, and services are purchased exclusively online by Gen Z.

(Elmira Djafarova, march, 2021) This investigates what types of Instagram marketing tools are the most effective in relation to Generation Z's impulse purchasing behaviour within fashion industry in the context of the United Kingdom. The research applies Stimulus-Organism-Response model to the context of Instagram. The findings of this qualitative study based on eight extensive focus groups conclude that there are significant gender differences in relation to impulse purchasing behaviour on Instagram. Instagram is vastly influential in encouraging impulse purchases amongst females, however, this was not the case for male participants.

(Adnane Derbani, April 15, 2022) The generation gap has been present since the beginning of humanity and has symbolized one of the challenges of decision-making in families. It affects family members' consumption behavior, namely buying decisions, and creates an interrelated impact on consumption behavior among family members. The aim of this study is to examine factors related to the parents' perceptions of how the new online purchase behavior of their Generation Z children affected their consumption behaviour. To meet the research objective, the paper has shed light on Generation Z's new online purchase behaviour.

(You Lina, 2022 Aug 3) This research aims to determine which dimensions of online convenience influence generation z consumers' cognitive and affective attitudes and online impulsive buying behavior. The moderating effect of social media celebrity is also investigated to examine the attitude-behavior gap. Moreover, empirical results supported the moderating role of social media celebrities that aid marketers in selecting a product endorser.

(Ekaterina Anatolevna Grigoreva1, January 14, 2021) The article examines the features of consumer behavior of Generation Z, the largest consumer group in the world today. The authors highlight the ability and willingness to purchase goods and services online as the main trends in changing consumer behavior, while the main means of getting information, choosing a product (service), and paying for a purchase today are smartphones and tablets actively used by representatives of Generation Z. Generation Z has been determined to be digital consumers boldly shopping online.

(Joshi, 2021) Online shopping is growing rapidly. It shows exponential growth indicating that there is a large scope of growth for the e-commerce market. The convenience of online shopping rendering it a current trend among consumers,

especially Gen Z. People purchase products and services mostly based on their level of trust. Online shopping has become a new sort of retail searching. It has currently been adopted everywhere in the world. For international retailers, India has been attaining significance as a potential money-making marketplace. Indian shoppers have started to understand the advantages of having the internet for purchasing goods online, since the latest economic reforms.

(Mary Rani Thomas, January 2018) The apparel industry has repeatedly faced the problem of the return of products due to the intangibility factor. This intangibility of feel and touch of the product has constantly been attributed to the trust factor. This research endeavor tries to study the influence of online website cues such as Product presentation and Perceived interactivity) whether they have a decisive impact on the purchase intention of generation Z mediated by the trust factor.

(Ayuni, December 2019) Generation Z (Gen Z) refers to the most application-friendly and website-savvy generation engaging with the Internet for most of its daily activities. The number of Gen Z members has been growing and is projected to become the largest market segment by 2020. In the future, Gen Z will affect business strategies; compounded by the presence of a fourth industrial revolution (Industry 4.0), which will encourage companies to change their business models. One of the changes is a new paradigm shift by companies from the traditional business model to an internet-based business model (e-business model/e-commerce), such as online shops. Online shops have escalated at a rapid pace and have changed people's buying habits, especially for Gen Z. Gen Z seems to be shopping online more than ever. Targeting them is the best strategy to enhance their lifetime loyalty.

(Nadeesha Kahawandala, March 10-12, 2020) The free market economy and the lifting of restriction of trade across national boundaries have spoiled the consumer with a choice where the manufacturers face intense competition to catch the attention of the discerning customer. Generation Z consumers have been identified as unique as they are the first generation of digital natives who are born with digital chromosomes in their DNA. To cater to their demands with a proper strategy it is important to investigate the determinant factors of these buyer's, characteristics and actions.

III. ANALYSIS AND INTERPETATION

3.1 Percentage Analysis

- Majority (66%) respondents are Female.
- Majority (37.6%) respondents are born in the year 1999 – 2001.
- Majority (48.6%) respondents are Undergraduates.
- Majority (54.2%) respondents are Students.
- Majority (47.7%) respondent's monthly incomes is between 7000 – 10000.
- Majority (95.4%) respondents have Social media account.
- Majority (42.6%) respondents make purchases on festivals and other occasions.
- Majority (42.6%) respondents find inspirations from Social media for the purchase.
- Majority (61.3%) respondents use Instagram to research about products before making purchase.
- Majority (64.5%) respondents have made purchases directly from social media platforms like Instagram and Facebook.
- Majority (70.4%) respondents purchased Clothing products from social media platform.
- Majority (46.7%) respondents give important for quality of the product while purchasing from social media platform.
- Majority (29.9%) respondents are more likely to purchase from a brand that has social media presence.
- Majority (47.2%) respondents prefer Cash on delivery.
- Majority (80.6%) respondents use Whatsapp to connect with people.
- Majority (47.6%) respondents say that Instagram is their most favorite media to connect with their famil and friends.
- Majority (32.4%) respondents spend 2 hours to less 4 hours in using social media.
- Majority (32.7%) respondents say that social media affect towards their academic performance and work life performance is neutral.
- Majority (72.2%) respondents have No health issues and mental illness while using social media.

- Majority (40%) respondents frequently use Whatsapp.\
- Majority (67.3%) respondents say that Instagram is the most entertaining media at their leisure.
- Majority (64.5%) respondents gain knowledge and trending news from social media.
- Majority (29.9%) respondents say that social media influence towards their buying behavior is neutral.
- Majority (51.4%) respondents spend most time with their family and friends during their vacations and holidays.
- Majority (25.5%) respondents say that random contents on social media admire them to use social media.
- Majority (49%) respondents say that social media influencers are the most influencing point to use social media.
- Majority (33%) respondents are neutrally influenced to social media content creators and influencers.
- Majority (29.2%) respondents are neutrally influenced towards digital marketing more than any other media at their buying behavior.
- Majority (57%) respondents say No for making purchases based on a recommendation from social media influencers and content creators.
- Majority (40%) respondents trust the products and services recommended by family and friends.
- Majority (73.8%) respondents have not experienced any fraudulent while purchasing through social media.
- Majority (33.3%) respondents' satisfaction level towards shopping through social media platform is neutral.

3.2 CHI – SQUARE ANALYSIS

Relationship between Age and usage of Social media

HYPOTHESIS TESTING:

Null Hypothesis (H₀):

There is no significance relationship between Age and usage of Social media.

Alternative Hypothesis (H₁):

There is a significant relationship between Age and usage of Social media.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Born year * How many hours per day would you use social media?	110	100.0%	0	.0%	110	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.056(a)	9	.210
Likelihood Ratio	12.934	9	.166
N of Valid Cases	110		

4 cells (25.0%) have expected count less than 5. The minimum expected count is 1.15.

INTERPRETATION:

The above table of Chi square has 110 valid responses. The significant value of Pearson Chi-Square is 0.210, the significant value of likelihood ratio is 0.166 which is greater than 0.05. So, the null hypothesis is “accepted” and the alternate hypothesis is rejected.

Relationship between Gender and Social media influence

HYPOTHESIS TESTING:

Null Hypothesis (Ho):

There is no significant relationship between Gender and Social media influence.

Alternative Hypothesis (H1):

There is a significant relationship between Gender and Social media influence.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * How much does social media influence your buying behavior?	110	100.0%	0	.0%	110	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.101(a)	4	.717
Likelihood Ratio	2.114	4	.715
N of Valid Cases	110		

3 Cells (30.0%) have expected count less than 5. The minimum expected count is 1.77.

INTERPRETATION:

The above table of Chi square has 110 valid responses. The significant value of Pearson Chi-Square is 0.717, the significant value of likelihood ratio is 0.715 which is greater than 0.05. So, the null hypothesis is "accepted" and the alternate hypothesis is rejected.

IV. SUGGESTIONS

Based on the findings of the study made on social media influence towards generation Z's buying behavior have significant implications for retailers and managers, suggesting that it is essential to deal with Generation Z consumers' demands regarding technology and social behavior. It is also evident that the level of technology usage and social media usage for the marketing of a product plays a significant role in shaping the generation Z's consumer purchasing experience. This could have a possible influence on their decision-making processes. Overall results suggest that both manufacturers and sellers should focus more on enhancing product features. Moreover the respondents buying behavior are neutrally influenced by social media influencers and content creators and that doesn't mean that social media do not create any impact towards their buying behavior. Psychologically generation Z uses social media to do research on trending contents and products and services. Also they make suggestions to their friends and family. They also make purchases from social media platforms directly and they are satisfied with the purchase they made.

V. CONCLUSION

In conclusion, the study made on the social media influence on generation Z buying behavior, the Generation Z segment of the market differs in their characteristics, needs, attributes and work style from other generations. They are highly technically computer literate and primarily seek recommendations and concurrence of friends in product purchases. Family and friends, Instagram and YouTube are the three main strategic information sources, while WhatsApp, Instagram and Snapchat are ranked as the top 3 social connectivity mediums for Generation Z. Therefore, according to the results, Instagram and other social medias would be a beneficial platform for marketers to reach Gen Z.

Moreover, this generation tries hard to maintain and develop their self-esteem and personalities in front of social media premises. To cater to their demands with a proper strategy, it is important to investigate the determinant factors of this buyer's characteristics and actions. Implications are provided to assist in predicting potential consumer adoption behavior and in designing favorable shopping environments that are compatible with these specific consumer traits.

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