



ROLE OF INFIRM ADVERTISING IN GENERATING PURCHASE INTENTION AMONG GEN Z IN INDIA

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Abstract:

This research report seeks to determine how social media marketing affects the purchasing decisions of millennials and Gen Z. Four hundred twenty-four respondents born after 1994 fill out a self-administered questionnaire. The statistical analysis makes use of the t-test for independent samples and a multiple linear regression model. A favourable effect on purchase intent, brand recognition, product perception, brand loyalty, and customer-business interactions were shown for social media marketing compared to more conventional forms of advertising among Generation Z. In addition, the study shows that the use of social media marketing to increase Gen Z's familiarity with a brand, their loyalty to that brand, their opinion of the product, and their engagement with the brand may have a significant impact on their propensity to buy. In this study, we compare the purchase intent of people who prefer social media advertisements to those who prefer conventional marketing. It also emphasizes the value of using social media to communicate with clients, which may aid in customer retention and SEO.

Keyword:

Purchase intentions, informal language, internet slang, generation z.

Introduction:

Recent advancements have galvanized the marketing efforts of global companies to pique the interest of digital natives (i.e., Generation Z) via real-time and narrative content. Almost every generational group is marked by the inheritance of a set of ideas, preferences, and values that gives rise to distinctive patterns of conduct.

Diverse marketing approaches have been used by companies in response to these shifting demographics, since a single marketing theme is unlikely to resonate with consumers across generations. Different generations have different preferences when it comes to how they interact with technology; for example, some people from one generation may enjoy shopping at a traditional store where they can physically interact with the products, while those from another may prefer the ease of shopping online.

According to Bashir et al., consumers of different generations shop differently, spend more or less time doing so, and prefer different types of stores. Brands may alter their hedonic/utilitarian usage of digital platforms and tools, the data sources they utilize, the effect of these platforms on a purchase, and various payment alternatives while taking into account the distinctions across generations, as outlined by Chu and Kim.

Gen Z is the next demographic that businesses need to target. Those born between 1995 and the late 2000s make up Generation Z, often known as "Digital X". When compared to previous generations, Generation Z is much more connected and knowledgeable due to their early exposure to technology. Both in terms of time spent and number of platforms used, they are heavy consumers of digital resources.

One kind of commercial that has been shown to elicit a higher emotional reaction and increase customer engagement is the narrative or storytelling ad. There have been some recent research on the effectiveness of narrative advertising, and they have indicated that story commercials are more likely to elicit emotional responses from viewers. More than any other generation before them, Generation Z relies heavily on digital channels; their attention is constantly being pulled in many directions by their numerous electronic gadgets, and they favour instantaneous answers thanks to their ready access to vast amounts of data. As a result, marketing targeting members of Generation Z looks different from that of previous generations.

They gravitate toward and purchase from companies and goods in which they may see themselves reflected. Storytelling in marketing helps people visualize using the advertised product or service. Since Generation Z will soon constitute a sizable consumer base, it is imperative that we study how effective narrative advertisements might be for this demographic. Given the characteristics and online behaviours of Generation Z, it may be wise for firms to employ story advertising to attract the attention of this demographic. Since EWOM and story advertising are conceptually and thematically distinct, it is important to evaluate how each influences consumers' propensity to make a purchase. It would be fascinating to find out, via the mediation effects of persuasion knowledge, if EWOM or narrative advertising has a stronger influence on buy intentions.

ABOUT THE COMPANY / INDUSTRY / SECTOR**Introduction**

As India's consumer markets reach new heights of growth and development, Indian consumers are receiving a great deal of attention and recognition from both local and international marketers.

Indian businesses are planning multi-channel advertising and marketing strategies to expand their customer bases and market share. Even as they pour resources into social media advertising, businesses are getting ready to fully embrace mobile marketing strategies. Investment in what has been shown to be the most effective lead generation strategy, email marketing, is expected to rise in 2013.

Dynamic Octane.in, the industry leader in email marketing in India, has just published a study titled "Spark the Surge," which claims, among other things, that "The Marketing Industry" is experiencing a "Spark the Surge." Sixty-five percent of Indian marketers are prepared to raise their spending in the channel (up from 37 percent in 2012), making social media the most favoured marketing technique.

India's businesses plan to spend the second-most funds on email marketing in 2013.

Seventy-five percent of marketers predict that by 2013, up to half of all e-mail marketing communications will be seen on mobile devices.

Conversion rates may be anticipated to rise dramatically as a result of integrated marketing.

Data from the Advertising Sector

GroupM, the biggest Indian media agency, has issued research showing that ad spending in India increased by 4% in 2012. In 2013, GroupM forecasts 9% growth in the Adex.

According to the analysis by GroupM, television as a medium increased by 3.1% to Rs 14,461 crore (US\$ 2.72 billion) in comparison to the previous year. According to the research, its growth in 2013 is anticipated to be over 12%.

Newspaper

The daily newspaper industry expanded by 2.4% in 2012 to Rs 13,622 crore (US\$ 2.57 billion), and further 5% growth is predicted for 2013.

The Indian radio business brought in Rs 1,530 crore (US\$ 287.82 million) in 2012, up 5% from 2011, and is projected to increase by 7% in 2013.

INTRODUCTION OF THE STUDY

With the passage of time, companies have come to see the value of social media as a promotional and marketing medium. When it comes to marketing, no longer are we greeted at the door; rather, we have the world at our fingertips. A customer's choice-making procedure

Altered a lot ever since the Internet and socialmedia became popular.

Businesses nowadays often advertise their wares on social media platforms including Facebook, WhatsApp, Instagram, Snap Chat, YouTube, and Twitter. Sites like this facilitate the establishment and maintenance of user-generated social networks via the dissemination of user-generated content.

In this context, "marketing" refers to any and all efforts made to promote a product or service through social media. Social media marketing is preferred by businesses over other forms of advertising because it helps them maintain and grow relationships with their clientele. Having their new items shown on the screen of a potential consumer is an added bonus that helps them get business. It has had a dramatic impact on the market, making it more challenging to keep a client in an online market as a result of the consumer's diminished purchasing power. Through the use of social media, consumers gained more agency than ever before. They are the ones who have gained the greatest leverage in the market as a result of social media, thanks to the sophistication of their demands.

Whether or not a certain generation embraces and uses social media is influenced by the preceding ones. Those members of Generation X (Gen X), who were born between 1965 and 1977, are known for their open-mindedness and their global perspective. They see digital media as a way to promote reading and writing.

Gen Y, often known as Millennials, are a self-reliant and independent generation that came of age between 1977 and 1994. They are adept at juggling many tasks at once and see the Internet as an unrestricted playground. Members of Generation Z (Gen Z), those born after 1994, are characterized by early internet access and heavy social media use. They are aware of the potential of technological advancements.

LITERATURE REVIEW

Marketing strategies that don't use internet channels are falling behind in today's competitive landscape. The use of social networking sites facilitates the creation, modification, and dissemination of product-related content along with support and provision of those services. The increasing popularity of these advertising methods is largely attributable to the ease they provide to the consumer **(Kitchen & Proctor, 2015).**

Retailers may boost brand recognition by being creative on social media. As a result, word-of-mouth advertising helped boost sales **(Husain & Ghufra, 2016).** The promotion of a brand on social media may do wonders for its reputation.

According to Ismail (2017), increasing a company's social media presence might increase client loyalty to the company's brand. In the empirical literature, social media marketing is defined as a kind of advertising, and its connections to other promotional channels like sales and PR are established.

Managers, according to Deshmukh (2018), may increase their social media marketing's success rate and foster a more personal connection with clients by developing and implementing sound tactics beforehand.

Because of social media's pervasiveness, businesses may boost client loyalty and overall brand success.

According to research by Rapp & Beitelspacher (2019), the impact of a supplier's social media activity on a consumer's social media engagement varies according on the brand's reputation. According to Das & Mandal (2016), young consumers' brand loyalty affects their propensity to buy.

Researchers are delving into the best ways to use social media marketing to maximize the number of people exposed to a brand's offerings and the likelihood that those people will make a purchase. For instance, Constantinides (2018) contrasts two approaches to social media marketing, one in which social media is used as a public relations channel providing a platform for product personalization and customer-driven innovations, with another in which social media is used as a passive strategy, with social media defining market intelligence and customer voice.

Wiesel et al. (2018) argue that a company may increase its earnings after deducting the cost of advertising by shifting resources to digital marketing. It is shown that client loyalty is affected by both user-generated and marketed material.

Improved consumer involvement with a brand's social media community via the use of compelling material, as **shown by Lin (2018)**, leads to higher purchase intent. The potential for social media marketing grows when customers have a favourable impression of social media and actively participate in it (**Hussein & Hassan, 2017**).

BACKGROUND OF THE STUDY

Just what is it that a commercial is trying to sell?

An advertisement is "a message or statement in a public media advertising a product, service, or event," as defined by Oxford Languages. However, this isn't the only definition of advertising that exists.

As stated by Jeremy Bullmore of the UK's Advertising Association in 1975, "any paid-for communication designed to inform and/or influence" is advertising. Sometime later, he revised it to incorporate unpaid marketing.

Due to the wide diversity of possible delivery mechanisms, these definitions tend to be somewhat broad. Promoting a business in a novel way on social media platforms like Facebook and Instagram, for instance, is completely different from placing an ad on a park bench.

No matter what kind of advertising strategies you choose, it is crucial to first define your goals. We'll discuss the value of ads and different kinds of ads, and then look at some successful ads to give your ideas for your own campaigns.

For what reasons do advertisers create commercials?

An essential part of any advertising plan is figuring out why the advertisements are necessary. If so, you may be spreading the word about a fantastic new offering or launching a fledgling enterprise. Have you come to deliver some vital information, or maybe to provide an explanation or an apology?

Any business may benefit from a strong advertising campaign for a variety of reasons, but the top five are as follows:

Insight

The goal of an educational advertising campaign is to raise profile among the intended demographic. Some common uses of communication are: introducing a new product or service, announcing a policy change, highlighting unique aspects of your offering, or just expressing gratitude.

Second, changes.

Most individuals believe that advertisements only serve to encourage consumers to make a purchase. This is not the sole goal of an advertisement, but it is an important one.

However, the goal of the advertisement isn't always to make a sale; sometimes, it's to make people feel better about the world or to have them rethink their perceptions of the company.

Take into account

Promoting the company's mission to consumers via various media is also helpful. I still periodically sing "Dumb Ways to Die" because of the impact the song had on me, and it's just one example of how effective word-of-mouth can be when combined with a solid marketing campaign.

OBJECTIVES OF THE STUDY

- Purposely imparting knowledge, influencing opinion, and prompting recall.
- Brands, goods, services, and ideas may all benefit from increased visibility thanks to informative advertising.
- It may inform consumers on the features and advantages of both new and current offerings.

RESEARCH METHODOLOGY METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY**Methods for data collection**

Primary Information Secondary Information **Primary Information**

A questionnaire was used to collect primary data.

Secondary Information

Secondary data was gathered from Books Journals Magazines Web's logistics as

Sampling

The sampling approach used for data collection is convenient sampling. The convenience sampling technique is a non-probability approach.

Sample size

The number of individuals to be polled is indicated by logistics. Although big samples provide more trustworthy findings than small samples, owing to time and financial constraints,

Analytical strategy

- Graphs and charts are used to depict diagrams.
- Following the use of the relevant statistical methods, logistical conclusions will be formed.
- Findings and recommendations will be provided to make the research more helpful.

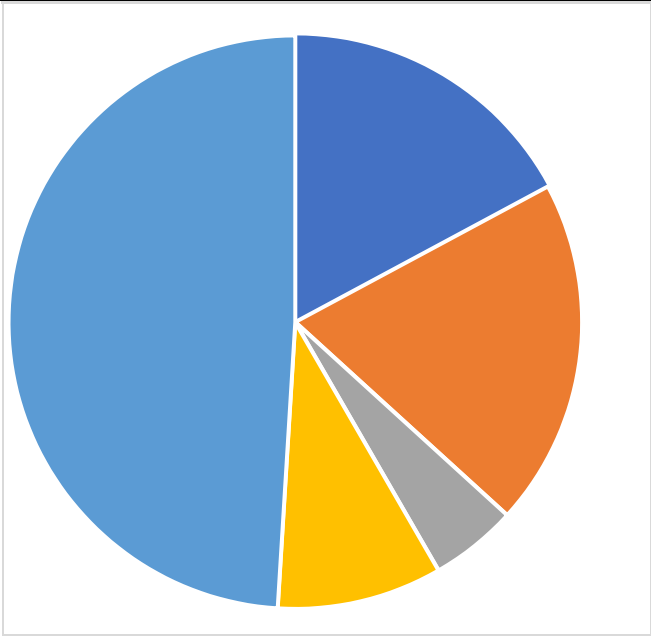
LIMITATIONS OF THE STUDY

- The expense of advertising is a fundamental drawback of the industry as a whole.
- Some advertisements make unsubstantiated claims and fail to provide relevant information to potential buyers.
- Effect on Costs: The employment of several channels to promote a product result in higher prices.

DATA ANALYSIS AND INTERPRETATION

- **Showing table age**

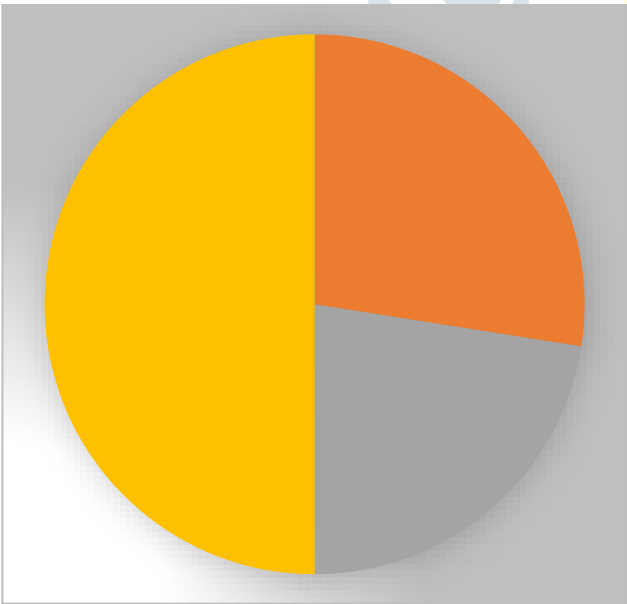
Categories	Respondents	Percentage
Below 20	35	35
21-30 years	40	40
31-40 years	10	10
Above 40 years	19	19
Total	100	100%



In the above chart of age, it represents the age of the respondents who responded for the following questions in this 33 are below 20,38 are between21- 30 years,12 is between 31-40 years and 17 are above 40 years

• **Table showing for Gender**

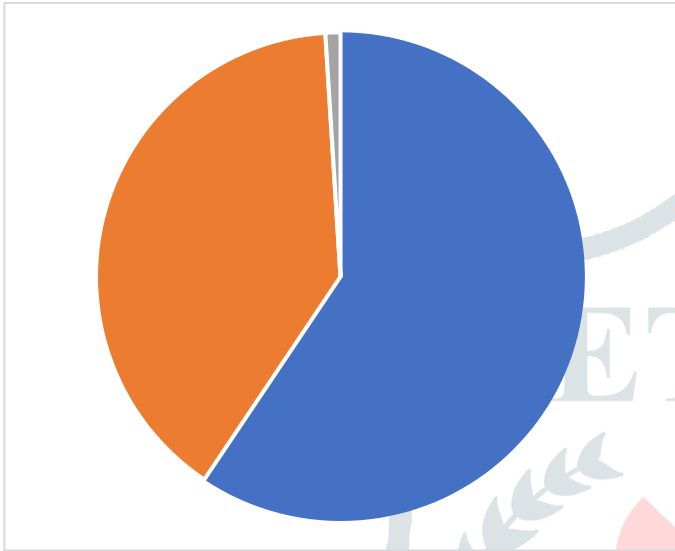
Categories	Respondents	Percentage
Male	55	55
Female	45	45
Total	100	100



From, the above table, it is found that, Sixty-four percent of respondents are men and 55 percent are women, according to the gender breakdown shown in the preceding pie chart.

□ **Marital Status**

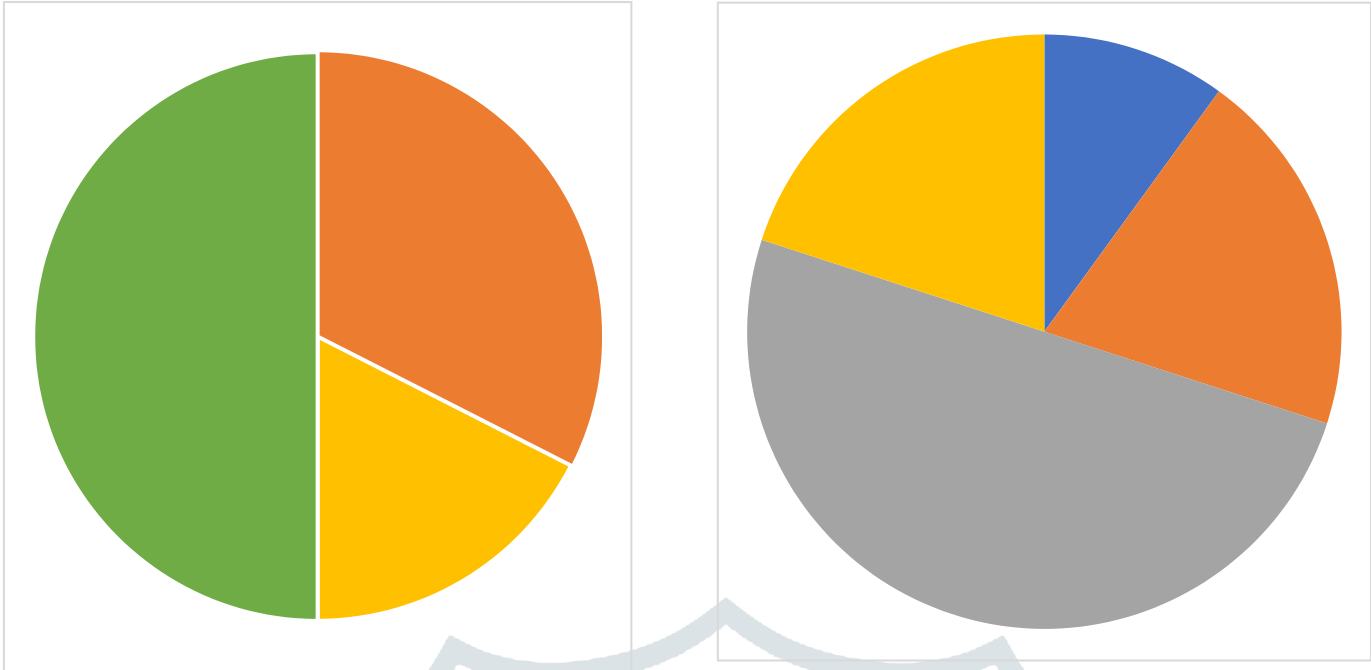
Categories	Respondents	Percentage
Married	60	60
Unmarried	40	40
Total	100	100%



From, the above table, it is found that,60% of respondents are married while 40% are single.

● **Education qualification**

Categories	Respondents	Percentage
Undergraduate	65	65
Postgraduate	35	35
Total	100	100%



In the above graph of education qualification of the respondent’s majority of them are undergraduates and 33 are postgraduates.

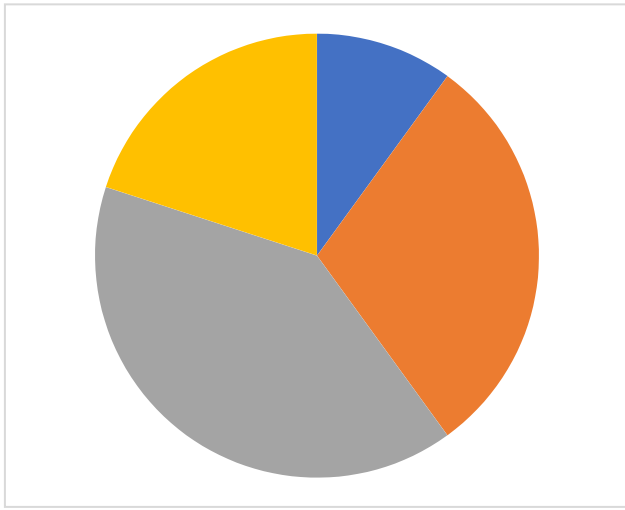
❑ Which of the following doesn't fall under the umbrella of digital marketing?

This table shows that, out of 100 responses, 10% are involved in digital marketing, 20% are involved in social media marketing, 50% are involved with print advertisements, and 20% are involved with internet marketing.

- This sort of advertisement is distributed across all device types on social media platforms, social gaming websites?

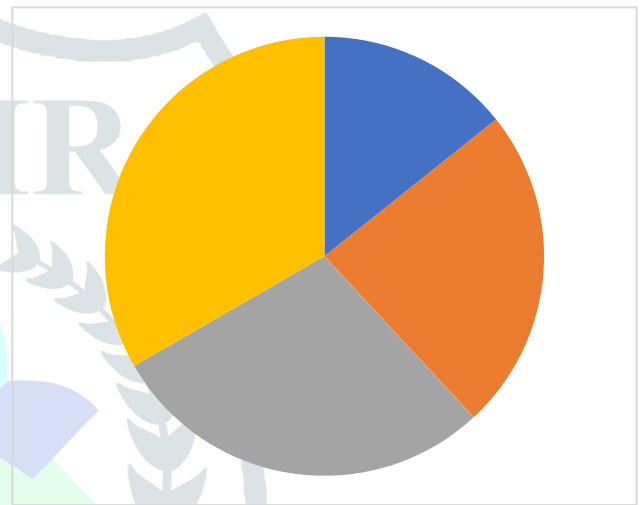
Category	Response	Percentage
E marketing	10	10%
Social marketing	20	20%
Print advert	50	50%
Internet marketing	20	20%
Total	100	100%

Category	Response	Percentage
E marketing	10	10%
Mobile marketing	30	30%
Social media advertising	40	40%
Internet advertising	20	20%
Total	100	100%



Category	Respondents	Percentage
Search marketing	15	15%
E mail marketing	25	25%
Internet advertising	30	30%
Social web marketing	35	35%
Total	100	100%

Out of 100 responses, this table reveals that 10% are involved in electronic marketing, 30% in mobile marketing, 40 % in social media marketing, and 20% in internet marketing. This type of advertising is distributed across all device types on social media platforms, social gaming websites, and applications.



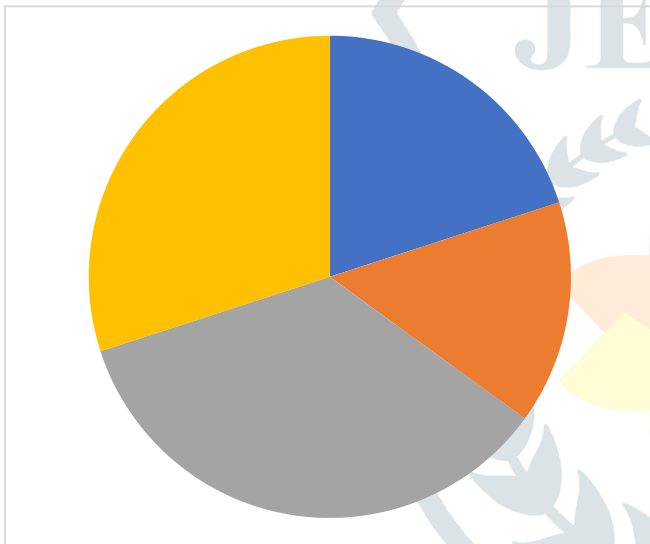
- In order to enhance website traffic and/or stimulate product trial, purchase, and repeat purchase behaviour, a kind of marketing communications that makes use of the internet for advertising is known as.

This table shows that, out of 100 responses, 15% are involved in search marketing, 25% use email marketing, 30% use internet marketing, and 35% use social web marketing to increase website traffic and/or encourage product trial, purchase, and repeat purchase behaviour. This type of marketing communications uses the internet for advertising.

- A kind of advertising known as sponsored/paid search engine listings uses advertisers' bids on keywords or phrases relevant to their target market to send visitors to a website .

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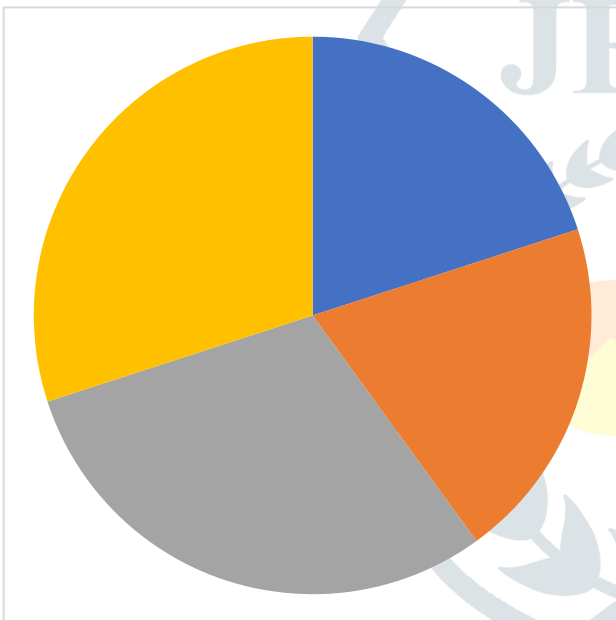
Category	Respondents	Percentage
Search engine optimization	20	20%
Contextual advertising	15	15%
Digital asset optimization	35	35%
Pay per click	30	30%
Total	100	100%



A sponsored/paid search engine listing, also known as paid search engine listings, uses advertisers' bids on keywords or phrases relevant to their target market to send visitors to a website. This table reveals that, out of 100 responses, 20% are involved in search engine optimization, 15% use contextual advertising, 35% use digital asset optimization, and 30% use pay per click advertising.

- Which of the following doesn't fall under the umbrella of digital marketing?

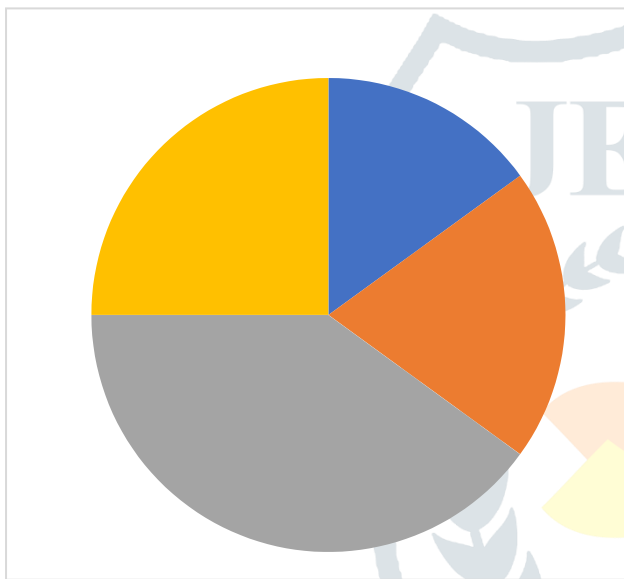
Category	Respondents	Percentage
Search marketing	20	20%
Viral marketing	20	20%
Social web marketing	30	30%
Retail marketing	30	30%
Total	100	100%



Out of 100 respondents, this table shows that 20% are engaged in search marketing, 20% use viral marketing, 30% use social web marketing, and 30% use retail marketing, all of which are classified as forms of digital marketing.

- A job or collection of tasks may be outsourced to a usually large number of persons using the following procedure

Category	Respondents	Percentage
Social media marketing	15	15%
Internet advertising	20	20%
Crowdsourcing	40	40%
E marketing	25	25%
Total	100	100%



This table reveals that out of 100 respondents, 15% use social media marketing, 20% use online advertising, 40% use crowdsourcing, and 25% use electronic marketing. A task or group of jobs may be outsourced to a typically large number of people.

CONCLUSION/SUGGESTIONS

To increase sales and client loyalty, businesses are always on the lookout for new ways to communicate with consumers. Brands get a sense of personality when their customers are able to connect with it in real time by updating their status, recommending products, and commenting on posts posting and discussing information on social networking sites. Social media platforms like Facebook, Instagram, and Twitter are increasingly being used by companies as a means of interacting with their target audiences and fostering brand loyalty. In light of these factors, the current research set out to investigate the effect of social media marketing on the propensity to buy among members of Generation Z.

According to the findings, advertisements on social media are more appealing to the members of Generation Z than conventional ones, leading to higher levels of brand recognition, product favourability, brand loyalty, customer-business engagement, and intention to buy. In addition, the results show that the purchase intent of

Generation Z is affected by the company's social media marketing presence, brand perception, brand loyalty, and customer-business engagement. It helps businesses gauge the effectiveness of their social media marketing campaigns by gauging the possibility that customers will make a purchase.

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