



"IMPACT OF SOCIAL MEDIA MARKETING ON GEN Z BUYING BEHAVIOR"

Master of Business Administration Submitted to

LOVELY PROFESSIONAL UNIVERSITY

PHAGWARA, PUNJAB

Name of student:

Cheenepalli Hemanth Reddy

Ayush Kumar Singh

Name of Supervisor:

Rimple Sharma

UID of Supervisor: Archit Cherkhiya

Signature of Supervisor: Anuj Pratap Singh

Prajapathi Manish Kumar

Signature of student:

Cheenepalli Hemanth Reddy, Ayush Kumar Singh, Archit Cherkhiya, Anuj Pratap Singh, Prajapathi Manish Kumar

Abstract

Generation Z is a significant cohort in the modern world of consumer behavior. They are well-versed in digital technology and greatly impacted by social media which leads the consumer behavior. The youth are more conversant with the latest digital technology and are noticeably affected by social media. This study aims to get a thorough knowledge of the factors affecting the purchase decisions of Generation Z and the subsequent amount of satisfaction by analyzing the intricate linkages between social media marketing and customers' behavior. The current study is based upon descriptive research design and a survey method has been used for data collection in which a structured questionnaire has been used. Moreover, for defining the study more multistage and snowball sampling have been used. The study employed a primary data collection approach, targeting approximately 200 Generation Z social media users in Punjab. Data analysis will be conducted using the statistical software SPSS, incorporating techniques such as factor analysis.

Keywords: Social media marketing, Generation Z, Buying behaviour, Digitalization, Content

Chapter-1

Introduction

Within the ever-changing realm of consumer behavior, Generation Z—the first generation born fully in the digital age—is a key player negotiating a social media-infused environment. Immersed in the spirit of digital connectivity, these natives are architects as much as customers, redefining the fundamental parameters of modern commerce. This capstone project undertakes a thorough investigation, probing the deep impact of social media marketing on Generation Z's subconscious and its ensuing effect on their purchasing decisions. Social media platforms become rich soil in which businesses may plant seeds of desire, from the contagious virality of TikTok trends to the carefully manicured aesthetics of Instagram influencers. This leads to a complex dance between marketers and Gen Z's mentality.

This analytical analysis goes beyond the superficial appeal of fashionable hashtags and idealistic lives. The initiative conducts a thorough investigation into the moral questions that social media marketing raises. Important queries arise: Is Generation Z a captive audience that is passively falling for tailored advertisements, or do they have the agency to deftly ride the seductive waves of social commerce? Additionally, the investigation delves into how Gen Z's beliefs and interactions with businesses are shaped by their constant exposure to consumerism.

This research is more than just an academic exercise; it's a relevant, in-depth look into the fundamentals of a generation's purchasing patterns. By methodically breaking down the complex dance between social media marketing and Generation Z's psychology, the goal is to both reveal the hidden forces behind their buying decisions and provide them with the wisdom required to successfully negotiate the digital marketplace. The ultimate objective is to motivate brands to interact with this powerful group of consumers in a way that is genuine, moral, and deeply meaningful to Generation Z's beliefs and distinct identity. Fastening our digital seatbelts, we're embarking on an adventure that will take us from the towering heights of influencer endorsements to the serene nooks of user-generated content. Along the way, we'll discover the intricacies and dynamically changing relationship between social media marketing and Generation Z's complex purchasing habits.

Traditional marketing paradigms are no longer relevant for analyzing the symbiotic relationship between social media marketing and Generation Z's complex purchasing behavior. This generation

lives in a world where authenticity is paramount, having grown up in a time when internet connectivity is considered as necessary as breathing.

Authenticity is the currency of power in the digital arena, not just a trendy word. Because of the overwhelming amount of content that arrives on their feeds, the younger generation has developed a strong awareness of what constitutes inauthenticity. Businesses vying for their attention must exercise caution because even the slightest suggestion of dishonesty could provoke an instant rejection and unfavorable response.

Furthermore, the distinction between organic material and advertising has become more hazy due to social media's widespread use. Gen Z frequently lacks the ability to distinguish between advertisements and information, allowing them to effortlessly incorporate brand messaging into their daily scroll. Due of its challenges to the concepts of transparency and consumer agency, this phenomenon presents ethical conundrums for marketers.

It's clear that Generation Z has a deeper connection with brands than just business, as we learn more about their psychology. They look for brands that share their beliefs and support causes that are important to them. Beyond just high-quality products, brands must also be authentic in their approach to sustainability, diversity, and inclusion, as well as in their position on social issues.

To put it simply, social media marketing has turned into a double-edged sword for companies trying to win over Generation Z's hearts and wallets. In addition to providing unmatched access to a highly engaged audience, these platforms also place a level of ethical obligation and sincerity on marketers that has never been seen before.

This capstone project aims to provide insights for traversing this landscape with integrity and purpose, in addition to exploring the complexities of social media's influence on Generation Z. We can cultivate a marketplace where authenticity flourishes and enable Generation Z to make well- informed decisions that are consistent with their beliefs and goals by providing both consumers and brands with a more profound comprehension of the dynamics at work.

Chapter-2

Review of literature

Though little research has been done on how Gen Z reacts to Web 2.0 promotional marketing, the literature reveals the significant [1] impact of Web 2.0 on consumer behavior, particularly in brand promotion. This study uses a systematic questionnaire to explore how Web 2.0 applications provide reliable and useful information, catering specifically to the humor of Generation Z and having a big impact on their quick purchasing decisions. [2] YouTube becomes an important platform, with more than 2 billion users and significant influence, particularly with Generation Z. Positive effects on attitudinal connections are revealed through an investigation using YouTube Marketing Communication (YMC) among South African high school and college students, pushing for flexible techniques to account for demographic diversity. [3] Proud to be tech-savvy and deeply immersed in the digital world, Generation Z is a powerful consumer group with unique shopping habits. [4] A conceptual model analyzing the effects of advertising content components on the attitudes of Indian millennials toward social media advertising demonstrates that the exponential rise of social media demands advertisers to reevaluate their strategies strategically. [5] Research from India shows that marketers' intense attention on Generation Z, especially in the domain of online shopping, highlights the power of social media influencers in influencing consumer choices. [6] In Malaysia, research on Gen Z's social media usage is still lacking despite the expanding body of literature on the subject, revealing the importance of purchasing variables in determining their behavior. [6], [7] The emergence of influencer marketing in developing nations such as Vietnam draws attention to how it affects Vietnamese Gen Z customers' purchase intentions, emphasizing the value of legitimacy and content relevancy. [8] Instagram proves to be a powerful marketing tool, especially when it comes to influencing Generation Z ladies' impulsive buying behavior in the UK fashion business. It highlights the importance of stimuli in eliciting pleasant feelings. [9] More investigation into the aspects of online convenience reveals its significant impact on the cognitive attitudes and impulsive purchasing tendencies of Generation Z, especially when social media influencers play a moderating role. In a similar vein, [10] social media marketing's impact on Gen Z's purchasing intention highlights their inclination for social media ads over traditional ones, which promotes improved customer-business connection and brand loyalty. [11] A review of e-service quality, e-loyalty, and online customer value reveals the critical roles these variables play in ensuring Gen Z's loyalty and happiness with online buying. Lastly, examining Generation Z's purchasing patterns reveals their sensitivity to pricing and product quality, which has ramifications for marketing plan revisions and policy changes intended to protect juvenile customers.

[12] Using qualitative approaches for data collecting and PLS 23 for analysis, the study seeks to comprehend the relationship between e-service quality, online consumer value, and e-loyalty with regard to Generation Z's shopping patterns. [13] The emergence of Industry 4.0 forces e-commerce companies to reevaluate their business strategies, focusing on how important it is to match Gen Z's values—which include social, practical, and economic ideals—with their business models in order to maintain their e-satisfaction and allegiance. [14] While young women seem to like shopping more than men, an examination of Generation Z's purchase decisions suggests that they are highly sensitive to product quality and pricing. Shopping is also not their preferred leisure activity. [15] Remarkably, gender disparities are negligible in the majority of the factors examined. Examining the important aspects of how Generation Z's purchasing decisions are influenced by online advertising highlights the significant influence of generational shifts over socioeconomic disparities, which is further highlighted by growing worldwide connectedness. Gen Z responds well to creative online advertisements that use comedy, challenges, and interactivity to strengthen brand associations and perceptions. Furthermore, incorporating user-generated content—whether it be sponsored or organic—proves essential in attracting Gen Z, who object to gender-based advertising segmentation.

Chapter-III

Research Methodology Research Gap

Marketers now need to understand how Z-generation consumers' purchasing decisions are influenced by digital marketing on new platforms and cutting-edge technologies. It is essential to learn from untested platforms in order to see how it influences consumer behavior and to continue using those platforms that can support engagement with this particular demographic. The issue is a lack of understanding of the local environment, where the influence of digital marketing on Generation Z's purchasing habits may differ based on specific geographic factors. It highlights the importance of research on how cultural and geographic factors influence how consumers react to digital marketing techniques and how these factors should be considered while creating new ones. Despite lots of the works assessing ticket ripple effects of digital marketing in the short term, there is a knowledge deficiency about the long-run impacts of digital marketing on the generation Z focusing on brand loyalty. Understanding the long-term effects of this market niche makes creating campaigns specifically for it a crucial component of marketing. This is primarily done in the province of Punjab.

Objectives

Objective 1: Identify Factors Affecting the Buying Behavior of Generation Z due to Social Media Marketing

In the context of social media marketing, this goal seeks to thoroughly investigate and comprehend the various aspects that affect Generation Z's purchase decisions. It entails a thorough investigation of the different factors that influence their purchasing decisions, taking into account things like the effect of viral trends on websites like TikTok, the impact of carefully chosen content from Instagram influencers, and the general state of the digital environment. The research aims to shed light on the complex interaction between Generation Z's purchase decisions and social media marketing methods by examining these variables.

Objective 2: Study the Satisfaction Level of Buying Behavior of Generation Z due to Social Media Marketing

The second goal is to determine how satisfied Generation Z is with the way social media marketing has influenced their purchasing decisions. This means assessing the degree to which the factors that have been identified correspond with the expectations and desires of Gen Z consumers. The purpose of the study is to assess how social media marketing initiatives have affected participants' overall happiness with their purchasing experiences. The research aims to reveal the subtle facets of satisfaction using surveys, interviews, or other pertinent techniques. It also aims to clarify whether the tactics used by marketers on social media platforms align well with the

expectations, values, and preferences of Generation Z.

Sampling Technique

Snowball Sampling: This method is appropriate given the interconnection of Generation Z on social media platforms. The first individuals who fit the requirements for inclusion will be found and invited. They will then suggest or recommend more Generation Z participants who might be eligible for the study. By utilizing the demographic's pre-existing social networks and peer relationships, this technique makes it possible to identify participants who might not be readily available for standard sampling techniques. By using snowball sampling, we hope to reach out to members of Generation Z's wide networks and gather a variety of viewpoints and experiences about social media marketing.

Multistage Sampling: To account for diversity, we first divide Punjab into three regions: Majha, Doaba, and Malwa. We do this by selecting samples many times. We choose three districts at random from each region: Jalandhar (JAL), Amritsar (ASR), and Ludhiana (LDH). For the study, a sample of about fifty Generation Z social media users is drawn from these districts. By ensuring representation across demographic groups and geographical areas, this approach enables us to catch a varied sample of Generation Z and their experiences with social media marketing.

Factor Analysis, Mann-Whitney, and Kruskal-Wallis Tests:

To identify the fundamental elements impacting Generation Z's purchasing behavior, factor analysis will be used. After the factors have been identified, they will be examined using non-parametric tests like Kruskal-Wallis for multiple group comparisons and Mann-Whitney for binary comparisons. The purpose of these studies is to ascertain the importance of variations in purchasing behavior impacted by social media marketing in relation to many variables. We want to provide a thorough knowledge of the intricate relationship between social media marketing and purchasing behavior among Generation Z by utilizing a variety of statistical methodologies.

Multivariate Analysis of Variance (MANOVA) through SPSS:

Using SPSS, a MANOVA will be carried out to address the concerned satisfaction levels. This statistical method makes it easier to analyze several dependent variables at once. It seeks to identify notable differences in satisfaction across various groups within Generation Z. A comprehensive understanding of how different elements work together to shape satisfaction levels related to purchasing behavior impacted by social media marketing is provided by MANOVA.

Sample size

The research study titled "IMPACT OF SOCIAL MEDIA MARKETING ON GEN Z BUYING BEHAVIOR" included 220 respondents in total as its sample size. These respondents came from a wide variety of backgrounds: they were students, working adults, independent contractors, and other workers.

Justification of sample size

220 members of Generation Z will be sampled for the study in order to ensure variety and representation across a range of demographics. The study's objectives were met with a meaningful representation of opinions and experiences across all demographic and occupational groups, despite the 220 respondents' sample size being considered moderate.

Considerations for Representation:

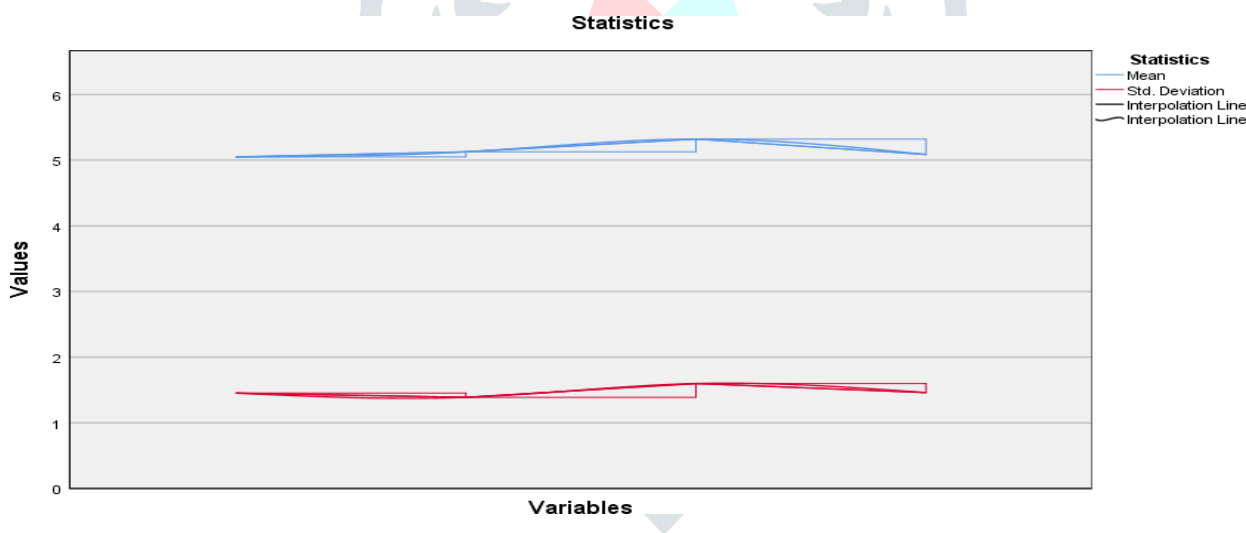
The study will comply with ethical guidelines, securing informed permission, maintaining confidentiality, and honoring the autonomy of participants throughout the investigation. The sample was designed to be as diverse as possible by include people from various industries, employment statuses, and educational levels. This strategy sought to gather a wide range of information about the influence of social media marketing on the purchasing habits of Generation Z.

Limitations and Future Recommendations:

We will recognize any potential limitations, including sampling bias and the ever-changing nature of social media trends. There will be suggestions for more study to improve the breadth and relevance of the results.

Chapter- IV

Result and Discussion



The information shown in the picture seems to show a line graph showing how variables have changed over time. But the lack of markings on the x-axis makes it difficult to identify the precise time interval or measurement unit. The graph's y-axis, "Values," is labeled and spans from 0 to 3. The graph shows two lines, one red and one blue, but it's unclear what these lines indicate in the absence of other information.

When interpreting a line graph, one typically looks for patterns across time. The slope of the line shows whether the variable is rising, falling, or staying the same. Although the y-axis intercept indicates the value of the variable at time zero or the beginning, a steeper slope indicates a faster rate of change.

Levene's Test of Equality of Error Variances^a

		Levene Statistic	df1	df2	Sig.
content	Based on Mean	3.644	1	219	.058
	Based on Median	2.150	1	219	.144

	Based on Median and with adjusted df	2.150	1	213.709	.144
	Based on trimmed mean	3.013	1	219	.084
Trustworthiness	Based on Mean	14.216	1	219	.000
	Based on Median	10.474	1	219	.001
	Based on Median and with adjusted df	10.474	1	214.322	.001
	Based on trimmed mean	11.714	1	219	.001
Convenience	Based on Mean	.453	1	219	.501
	Based on Median	.690	1	219	.407



	Based on Median and with adjusted df	.690	1	213.975	.407
	Based on trimmed mean	.253	1	219	.616
Value Proposition	Based on Mean	6.423	1	219	.012
	Based on Median	8.347	1	219	.004
	Based on Median and with adjusted df	8.347	1	213.442	.004
	Based on trimmed mean	7.283	1	219	.008

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + Whatsyourgender

When group comparisons are involved, the Levene's test is an essential step in guaranteeing the validity of statistical analyses. Using gender as the grouping variable, the test was used in the scenario presented to evaluate the equality of error variances across groups on trustworthiness, convenience, and value proposition.

The results show that at the selected significance level of 0.05, the null hypothesis of identical error variances may be rejected for trustworthiness, but not for convenience and value proposition. This suggests that there may be variation in this variable's variability across male and female groups. It also suggests that there is a statistically significant difference in the error variances of trustworthiness scores between genders.

But it's crucial to understand that Levene's test results should be read cautiously, particularly if they are statistically significant. This is due to the test's propensity for sensitivity, which allows it to identify even minute variations in error variances that might not always have significant ramifications. Even with the homogeneity of variance assumption for trustworthiness broken, it is still possible to proceed with a MANOVA study, but cautiously.

When faced with unequal error variances, researchers can tackle this problem in a number of ways. These could involve applying strong statistical methods or data transformations, which can lessen the effect that unequal variances have on the reliability of analyses that come after.

In conclusion, the Levene's test results highlight how crucial it is to take the equality of error variances into account when comparing groups. Although prudence is necessary, suitable tactics might be utilized to tackle breaches of this supposition, consequently augmenting the dependability and comprehensibility of statistical results.

Box's Test of Equality of Covariance Matrices^a

Box's M	69.421
F	6.747
df1	10

df2	51786.960
Sig.	.000

Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept +
Whatisyourgender

Box's test is an essential technique for determining if covariance matrices are similar among groups; this is especially relevant in situations when multivariate analyses are being conducted. Box's test would be utilized in this particular context to investigate potential gender differences in the covariance matrices of satisfaction levels (trustworthiness, convenience, and value proposition) in the context of Generation Z social media marketing.

The stated p-value of 0.000, which represents the result of Box's test, indicates that the null hypothesis is rejected, implying a statistically significant difference in the covariance matrices of satisfaction levels between the male and female groups. This suggests that different genders have different relationships between these satisfaction metrics, which may represent different priorities or preferences in social media experiences.

It's important to understand that a significant Box's test does not always imply that the results are invalid; rather, it may raise questions about the validity of further studies. Rather, it emphasizes how crucial it is to proceed with caution when evaluating results from multivariate analyses such as

MANOVA.

In order to overcome the difficulty presented by unequal covariance matrices, scientists have used a variety of approaches, including the use of strong statistical methods or data transformations. By lessening the effects of different covariance structures, these methods can support more precise and reliable analysis.

In conclusion, a significant Box's test highlights the necessity of a nuanced interpretation of multivariate results and points to possible gender differences in the covariance patterns of Generation Z's satisfaction levels with social media marketing. Acknowledging this heterogeneity, researchers can use suitable approaches to navigate and take these differences into account, improving the validity and reliability of their findings in the process.

Descriptive Statistics

	What is your gender?	Mean	Std. Deviation	N
Content	1	5.10	1.371	164
	2	4.91	1.672	57
	Total	5.05	1.453	221
Trustworthiness	1	5.08	1.352	164
	2	4.72	1.849	57
	Total	4.99	1.500	221
Convenience	1	4.57	1.334	164
	2	4.89	1.423	57
	Total	4.65	1.362	221
Value Proposition	1	5.27	1.420	164
	2	4.47	1.733	57
	Total	5.07	1.543	221

Regarding an unidentified setting, respondents' perceptions in four categories—content, trustworthiness, convenience, and value proposition—are revealed in the descriptive statistics table that is supplied. The total number of replies (N) and the mean score and standard deviation for each category are listed.

With a mean score of 5.05 for content, respondents appear to be primarily neutral, and a standard deviation of 1.453 indicates a moderate rating spread that indicates varied degrees of agreement or disagreement. With a mean score of 4.99 and a little greater standard deviation of 1.500, trustworthiness similarly shows a similar tendency, suggesting similar neutrality with a little bit more variability.

Convenience, on the other hand, has a mean score of 4.65, which indicates a slightly unfavorable perception. The standard deviation of responses is 1.362, which indicates considerable variability. Finally, the value proposition category indicates a neutral viewpoint similar to content and trustworthiness with a mean score of 5.07. But with a standard deviation of 1.543, it has the highest value, suggesting that there is the most variation in perceptions across the four categories.

It's critical to note that although these descriptive statistics provide insightful information about respondents' perspectives, they do not include demographic information or survey context. Furthermore, it is unclear how to apply or interpret these results, which emphasizes the need for more context and analysis in order to draw insightful conclusions.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Brandvalue is the same across categories of What is your gender?.	Independent-Samples Mann-Whitney U Test	.187 ¹	Retain the null hypothesis.
2	The distribution of Comfort is the same across categories of What is your gender?.	Independent-Samples Mann-Whitney U Test	.234 ¹	Retain the null hypothesis.

Deriving relevant insights from data on Generation Z's purchasing habits requires the use of statistical techniques like factor analysis and non-parametric tests. Factor analysis reduces the dimensionality of data by finding common patterns in observed variables, which allows researchers to reveal latent factors impacting purchasing decisions. By combining related data into comprehensible components, this technique makes it easier to identify important drivers such as "Brand Preference" or "Product Satisfaction."

Additionally, non-parametric tests such as the Mann-Whitney U and Kruskal-Wallis tests are critical for assessing differences in consumer behavior across different demographic groups. If differences in gender significantly influence purchasing decisions, these disparities can be demonstrated using binary comparisons and the Mann-Whitney U Test. But the Kruskal-Wallis Test broadens this examination to multiple groups and examines variations in

Examining statistical significance as well as effect sizes is necessary when interpreting test results since these factors together determine how applicable the results are in real-world scenarios. Comprehending the ways in which social media marketing impacts consumer purchasing decisions within discrete demographic groups offers useful perspectives for marketers aiming to customize tactics that efficiently involve Generation Z members.

In conclusion, the combination of factor analysis and non-parametric testing provides a strong method for revealing subtle insights into the complex dynamics of Generation Z's purchasing behavior. This helps marketers create focused and effective campaigns in the dynamic field of social media marketing.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Brandvalue is the same across categories of Please provide your age.	Independent-Samples Kruskal-Wallis Test	.493	Retain the null hypothesis.
2	The distribution of Comfort is the same across categories of Please provide your age.	Independent-Samples Kruskal-Wallis Test	.769	Retain the null hypothesis.

A thorough methodology is used to examine Generation Z's purchasing behavior, incorporating Factor Analysis and Non-Parametric Tests to extract information about the impact of social media marketing. Factor analysis reveals hidden variables that influence consumer choices by highlighting recurring themes in observed variables such as "Brand Preference" or "Product Satisfaction."

Researchers can identify important factors that influence consumer behavior by clustering related variables together, which reduces the complexity of the data and helps marketers create customized tactics.

In addition, non-parametric tests such as the Kruskal-Wallis and Mann-Whitney U tests are essential for evaluating variations between demographic groups. The Mann-Whitney U Test clarifies gender-based differences in responses to social media marketing by comparing independent groups, such as male versus female. Comparably, the Kruskal-Wallis Test applies similar technique to several groups and looks at differences in variables like age and wealth. These assessments offer practical insights into the subtleties of demographics, educating marketers on the most effective ways to interact with various Gen Z consumer segments.

In interpreting results, attention is given not only to statistical significance but also to effect sizes, ensuring practical relevance. By considering median differences alongside p-values, researchers gain a holistic understanding of the impact of social media marketing on buying behavior. Furthermore, the non-parametric nature of these tests accommodates skewed data, enhancing their applicability to real-world scenarios.

The study's main goal is to provide a thorough understanding of the complex dynamics of Generation Z's purchasing behavior by using factor analysis and non-parametric tests to guide the development of focused marketing campaigns. Through the identification of underlying issues and demographic differences, marketers may hone their strategies to successfully connect with this significant consumer group.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.934
Bartlett's Test of Sphericity	Approx. Chi-Square	3081.804
	df	153
	Sig.	.000

The dataset is very well suited for factor analysis, according to the findings of the Bartlett's test and the KMO (Kaiser-Meyer-Olkin) measure in the data analysis. With a score of 0.934, the KMO value is regarded as excellent and indicates high correlations between the observed variables, which could be survey items or attributes. The data appears to be well-suited for factor analysis, as indicated by the high KMO value, which gives confidence in the validity of the ensuing conclusions.

Furthermore, a highly significant p-value of 0.000 is obtained from Bartlett's test of sphericity, showing a large departure of the correlation matrix from an identity matrix. The null hypothesis was rejected, indicating a substantial correlation between the variables and support for the use of factor analysis to find underlying elements driving Generation Z's purchasing behavior.

Interpretation: A substantial Bartlett's test along with a high KMO value highlight the suitability of the dataset for factor analysis. With confidence, researchers can move forward with extracting latent factors by taking into account interpretability, factor loadings, and eigenvalues. These elements will

highlight recurring themes in the data, facilitating comprehension of the intricate processes influencing Generation Z customers' purchasing decisions.

In brief, the data analysis validates the dataset's appropriateness for factor analysis, offering a strong basis for investigating the fundamental elements impacting purchasing decisions within the Generation Z milieu.

While no significant differences were identified for convenience or value proposition, the Levene's test results show that there is a statistically significant difference in the error variances of trustworthiness scores between genders. This indicates that there might be differences in the trustworthiness variable's variability between the groups of men and women, which calls for careful interpretation in further research. To solve this problem, methods like applying strong statistical approaches or data transformations could be taken into consideration. Even with the homogeneity of variance assumption for trustworthiness broken, it is still possible to proceed with a MANOVA study, but cautiously.

Additionally, the findings of Box's test show that there is a substantial difference between the male and female groups' covariance matrices of satisfaction levels. This suggests that different women have different relationships between the aspects of convenience, value proposition, and trustworthiness, which may reflect different priorities or preferences in social media encounters. Significant Box's test results raise questions about the validity and reliability of following studies, but these discrepancies may be navigated and accounted for with the right approaches, improving the validity and reliability of results.

The dataset's appropriateness for factor analysis is confirmed by the high KMO value of 0.934 and the significant Bartlett's test with a p-value of 0.000. This shows a substantial correlation between the variables that have been discovered, which validates the use of component analysis to find the underlying causes impacting Generation Z's purchasing decisions. Based on eigenvalues, factor loadings, and interpretability, researchers can safely move on with the extraction of latent factors, enabling a greater comprehension of the intricate dynamics influencing purchasing behavior in this group.

In conclusion, even though the Box and Levene tests indicate that there may be differences in error variances and covariance matrices between gender groups, these problems can be resolved with the right approaches. The dataset's eligibility for factor analysis is confirmed by the high KMO value and significant Bartlett's test, offering a solid basis for investigating the underlying factors impacting Generation Z's purchasing behavior. These results provide marketers with useful information to customize their approaches in order to successfully reach this audience.

Conclusion

Several important conclusions have been drawn from a detailed examination of the information gathered about how social media marketing has affected Generation Z's purchasing decisions. First off, it's clear that social media has a big influence on how Generation Z decides what to buy. Young people are heavily involved on social media, where they come across content and ads that affect their purchasing decisions.

Our research shows how crucial elements like value proposition, ease, and dependability are in influencing Generation Z's purchasing decisions. Their decision-making process is greatly influenced by factors such as perceived value of goods or services, simplicity of buying, and brand trust. Furthermore, the report emphasizes how important it is for marketers to comprehend the complex objectives and preferences of various Generation Z demographic groupings.

But it's critical to recognize the difficulties caused by gender group differences in error variances and covariance matrices. Although these differences could make it more difficult to understand the data, our research highlights how crucial it is to use reliable statistical approaches and procedures to deal with these kinds of problems.

In summary, our research illuminates the intricate dynamics influencing Generation Z's purchasing decisions impacted by social media. Marketers may effectively engage this crucial population by customizing their strategy based on insights gleaned from our investigation. In addition, our results highlight how important it is to establish credibility, offer convenience, and provide value to Generation Z customers in the dynamic world of social media marketing. Ultimately, success in today's consumer economy will depend greatly on one's ability to comprehend and accommodate the requirements and preferences of Generation Z.

REFERENCES

- [1] M. Vasan, "Impact of promotional marketing using Web 2.0 tools on purchase decision of Gen Z," in *Materials Today: Proceedings*, Elsevier Ltd, 2021, pp. 273–276. doi: 10.1016/j.matpr.2021.03.188.
- [2] R. Duffett, "The youtube marketing communication effect on cognitive, affective and behavioural attitudes among generation Z consumers," *Sustainability (Switzerland)*, vol. 12, no. 12, Jun. 2020, doi: 10.3390/su12125075.
- [3] N. Kahawandala, S. Peter, and H. Niwunhella, "Profiling purchasing behavior of Generation Z," in *Proceedings - International Research Conference on Smart Computing and Systems Engineering, SCSE 2020*, Institute of Electrical and Electronics Engineers Inc., Sep. 2020, pp. 155–160. doi: 10.1109/SCSE49731.2020.9313038.
- [4] B. Agarwal, A. Kumar, and T. Arora, "Impact of Social Media Advertising on Millennials Buying Behaviour," *International Journal of Intelligent Enterprise*, vol. 1, no. 1, p. 1, 2020, doi: 10.1504/ijie.2020.10027855.
- [5] A. Chakola, "The Impact of Social Media Influencer on the Buying Behaviour of Gen Z in India."
- [6] F. M. Yussof, A. Harun, N. S. Norizan, N. Durani, I. Jamil, and S. M. Salleh, "THE INFLUENCE OF SOCIAL MEDIA CONSUMPTION ON GEN Z CONSUMERS' ATTITUDE," *J Fundam Appl Sci*, vol. 10, no. 6S, p. 1289, 2018, doi: 10.4314/jfas.v10i6s.86.
- [7] C. Nguyen, T. Nguyen, and V. Luu, "RELATIONSHIP BETWEEN INFLUENCER MARKETING AND PURCHASE INTENTION: FOCUSING ON VIETNAMESE GEN Z CONSUMERS.," *Independent Journal of Management & Production*, vol. 13, no. 2, pp. 810–828, Apr. 2022, doi: 10.14807/ijmp.v13i2.1603.
- [8] E. Djafarova and T. Bowes, "'Instagram made Me buy it': Generation Z impulse purchases in fashion industry," *Journal of Retailing and Consumer Services*, vol. 59, Mar. 2021, doi: 10.1016/j.jretconser.2020.102345.
- [9] Y. Lina, D. Hou, and S. Ali, "Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity," *Front Psychol*, vol. 13, Aug. 2022, doi: 10.3389/fpsyg.2022.951249.
- [10] F. Sudirjo, L. Natalia Anastasye Lotte, I. Nyoman Tri Sutaguna, A. Risdiyanto, and M. Yusuf, "THE INFLUENCE OF GENERATION Z CONSUMER BEHAVIOR ON PURCHASE MOTIVATION IN E-COMMERCE SHOPPE," *Jurnal Manajemen*, 2023.
- [11] N. Ninan, J. Chacko Roy, and N. K. Cheriyan, "Influence of Social Media Marketing on the Purchase Intention of Gen Z," *International Journal of Advanced Science and Technology*, vol. 29, no. 1, pp. 1692–1702, 2020, [Online]. Available: <https://www.researchgate.net/publication/339164968>
- [12] S. Jeanete Saununu and A. Yanto Rukmana, "The Influence of Social Media Influencers on Generation Z Consumer Behavior in Indonesia," 2023.
- [13] O. Smalej, "ANALYSIS OF PURCHASING DECISIONS MADE BY THE GENERATION Z CONSUMERS," 2017.
- [14] "mba_boricha_d_2020".
- [15] "View of Influencer Marketing_ An Analysis to Current World of Gen Z and Pre-Gen Alpha".