

A Study on the Influence of Social Media Marketing On Purchase Decisions of Gen Z Consumers in Thiruvavarur for Journals for A4 Page

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Abstract: This study examines the influence of social media marketing on the purchase decisions of Gen Z consumers in Thiruvavarur. Social media platforms have become an important marketing tool that influences consumer awareness, preferences, and buying behaviour. The study aims to analyse how advertisements, influencer marketing, customer reviews, ratings, and promotional offers on social media affect the purchasing decisions of Gen Z consumers. Primary data were collected from 150 respondents using a structured questionnaire. Statistical tools such as percentage analysis, Chi-square test, correlation analysis, and regression analysis were used for data interpretation. The findings reveal that Instagram and video-based content are highly preferred among Gen Z consumers. The study also identified that social media advertisements, influencer recommendations, online reviews, ratings, discounts, and promo codes significantly influence buying behaviour and purchase intentions. The correlation and regression analysis confirmed that there is a significant positive relationship between social media marketing factors and purchase decisions of Gen Z consumers. However, some respondents expressed concerns regarding the reliability and security of social media shopping. The study suggests that businesses should focus on engaging digital marketing strategies, transparent communication, influencer collaborations, and customer-oriented promotional campaigns to attract Gen Z consumers and improve brand loyalty.

Keywords: Social Media Marketing, Gen Z Consumers, Purchase Decisions, Influencer Marketing, Online Reviews, Consumer Behaviour, Instagram Marketing, Digital Advertising.

I. INTRODUCTION

Social media has become an integral part of modern communication and marketing activities. Platforms such as Instagram, YouTube, Facebook, and Snapchat are widely used by people for entertainment, communication, information sharing, and online shopping. Businesses increasingly use these platforms to promote products and services, engage with consumers, and influence purchase decisions. Gen Z consumers, generally born between the mid-1997s and early 2012s, are highly active on social media platforms. They spend a significant amount of time online and are greatly influenced by digital advertisements, influencer recommendations, online reviews, ratings, and promotional offers. Social media marketing has transformed traditional buying behaviour by enabling consumers to interact directly with brands and access product information instantly. The influence of social media marketing is especially significant among young consumers because they prefer visual content such as reels, videos, stories, and influencer promotions. These marketing strategies help brands improve customer engagement, create brand awareness, and increase sales. However, concerns regarding trust, reliability, misleading advertisements, and online security continue to affect consumer confidence. Therefore, this study aims to analyse the influence of social media marketing on the purchase decisions of Gen Z consumers in Thiruvavarur and evaluate the role of advertisements, influencer marketing, customer reviews, ratings, and promotional offers in shaping consumer behaviour.

II. NEED OF THE STUDY

- To understand how social media marketing influences the buying behaviour of Gen Z consumers.
- To identify the impact of advertisements, influencers, and online reviews on purchase decisions.
- To analyze the effectiveness of promotional offers and discounts shared through social media.
- To help businesses develop effective digital marketing strategies for Gen Z consumers.
- To understand consumer preferences and online engagement patterns.
- To provide useful insights for future research related to social media marketing and consumer behaviour

III. RESEARCH GAP

Several studies have examined social media marketing and consumer behaviour in different sectors. However, limited research has focused specifically on the influence of social media marketing on Gen Z consumers in Thiruvapur. Existing studies have not adequately analysed the combined impact of advertisements, influencer marketing, customer reviews, ratings, and promotional offers on purchase decisions. Additionally, there is limited research regarding the reliability and trust issues associated with social media shopping among Gen Z consumers. Hence, this study attempts to fill the gap by analysing the influence of social media marketing factors on purchase decisions among Gen Z consumers in Thiruvapur.

IV. OBJECTIVE OF THE STUDY

- To understand the social media usage patterns of Gen Z consumers.
- To analyze the influence of social media marketing on the purchase decisions of Gen Z consumers.
- To study the impact of user generated content such as reviews, comments, and ratings on buying behaviour.
- To examine the level of trust Gen Z consumers place in social media marketing content.
- To understand how social media promotions, discounts, and offers influence Gen Z purchasing decisions.

V. SCOPE OF THE STUDY

- The study focuses on the influence of social media marketing on Gen Z consumers.
- It covers popular social media platforms such as Instagram, Facebook, YouTube, Snapchat, and WhatsApp.
- The study examines factors such as advertisements, influencer marketing, reviews, ratings, and promotional offers.
- It analyzes the buying behaviour and purchase decisions of Gen Z consumers.
- The research is limited to Gen Z consumers in Thiruvapur.
- The study provides insights for businesses to improve digital marketing strategies.

VI. REVIEW OF LITERATURE

Philip Kotler (2017), digital marketing and social media platforms play an important role in influencing consumer behaviour and strengthening customer relationships in modern business environments. He explained that businesses use social media platforms to communicate with consumers, create brand awareness, and improve customer engagement, which ultimately affects purchase decisions.

Andreas Kaplan and Michael Haenlein (2010), social media enables businesses to directly interact and communicate with consumers through digital platforms. Their study highlighted that social media marketing helps organizations build relationships with customers, increase engagement, and influence consumer buying behaviour through online communication and content sharing.

W. Glynn Mangold and David J. Faulds (2009), social media acts as a hybrid element of the promotional mix because it combines traditional marketing communication with consumer-generated interactions. Their study emphasized that social media significantly influences consumer awareness, attitudes, and purchase intentions by allowing consumers to share opinions, reviews, and experiences online.

Studies related to influencer marketing reveal that consumers are more likely to trust recommendations provided by influencers and content creators compared to traditional advertisements. Research on online reviews and ratings indicates that customer feedback strongly affects consumer trust and purchase decisions, especially among young consumers. Although several studies have focused on digital marketing and consumer

behaviour, limited research has specifically analysed the influence of social media marketing on Gen Z consumers in Thiruvavarur.

VII. RESEARCH METHODOLOGY

A. Research Design

The study adopts a descriptive research design to analyse the influence of social media marketing on purchase decisions of Gen Z consumers in Thiruvavarur. The study is based on both primary and secondary data. Primary data were collected from 150 respondents using a structured questionnaire. Secondary data were collected from journals, books, websites, and previous research studies related to social media marketing and consumer behaviour. Statistical tools such as percentage analysis, Chi-square test, correlation analysis, and regression analysis were used through SPSS for data analysis and interpretation.

B. Hypothesis

H0: There is no significant relationship between social media marketing and purchase decisions of Gen Z consumers.

H1: There is a significant relationship between social media marketing and purchase decisions of Gen Z consumers.

C. Limitation

- The study is limited to Gen Z consumers in Thiruvavarur.
- The study considers response collected within a limited period of time.
- The study is based on respondent's opinions and perceptions.

VIII. DATA ANALYSIS AND INTERPRETATION

The collected data were analysed using statistical tools to understand the influence of social media marketing on consumer purchase decisions. Percentage analysis was used to analyse demographic variables and respondent opinions. Chi-square test, correlation analysis, and regression analysis were applied to test the relationship between variables and evaluate the impact of social media marketing factors on buying behaviour.

Table 1: Distribution of Respondents Based On Level of Social Media Marketing Influence

Level of influence	Number of Respondents	Percentage (%)
Low	28	18.7%
Medium	84	56.0%
High	38	25.3%
Total	150	100%

Source: Computed

Interpretation: The above table shows that a majority of respondents (56.0%) fall under the medium level of social media marketing influence, indicating that Gen Z consumers are moderately influenced by advertisements, influencer promotions, reviews, and discounts shared on social media platforms. About 25.3% of respondents belong to the high level category, showing strong influence of social media marketing on their purchase decisions. Meanwhile, 18.7% of respondents fall under the low level category, indicating comparatively lesser influence of social media marketing on their buying behaviour. This implies that social media marketing has a moderate to high level of influence on the purchase decisions of Gen Z consumers in Thiruvavarur.

Table 2: Consolidated Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)
Age	18-20	55	36.7%
	21-23	44	29.3%
	24-26	34	22.7%
	27-29	17	11.3%
Gender	Male	69	46.0%
	Female	81	54.0%
Education qualification	UG	81	54.0%
	PG	44	29.3%
	Professional course	15	10.0%
	Others	10	6.7%
Occupation	Student	92	61.3%

	Employed	45	30.0%
	Self-employed	12	8.0%
	Others	1	.7%
Monthly income/pocket money	Below 5000	83	55.3%
	5000-1000	21	14.0%
	10000-20000	35	23.3%
	Above 20000	11	7.3%

Source: Computed

The consolidated table indicates that the majority of the respondents belong to the younger age group of 18–20 years and are predominantly female respondents. Most of the respondents are pursuing undergraduate courses and are mainly students by occupation. The findings also reveal that a large proportion of respondents fall under the below ₹5000 monthly income/pocket money category, indicating that the study mainly consists of financially dependent young individuals. The demographic distribution suggests that the respondents are active social media users and are highly influenced by digital platforms and online advertisements. The profile of the respondents makes the study suitable for analysing the impact of social media advertisements on the purchasing behaviour of Gen Z consumers, as the majority represent the young generation who are more exposed to online marketing, influencer promotions, and digital shopping trends.

A. Correlation Analysis

Correlation analysis is used to examine the strength and direction of the relationship between variables. In this study, correlation analysis is applied to analyse the relationship between social media marketing factors and purchase decisions of Gen Z consumers in Thiruvavur District. The purpose of this analysis is to identify how strongly social media advertisements influence consumer buying decisions and to determine whether the relationship is positive or negative. This helps in understanding the impact of social media marketing on the purchase decisions of Gen Z consumers.

Table 3: Correlation between Social Media Advertisements and Purchase Decisions

Variables	Correlation Coefficient(r)	Interpretation
Social media advertisements and purchase decisions	0.222	Positive Relationships

The correlation result indicates that social media advertisements have a positive and significant relationship with purchase decisions. The Pearson correlation value ($r = 0.222$) shows a positive relationship between social media advertisements and buying decisions of Gen Z consumers. Since the significance value is 0.006, which is less than 0.05, the relationship is statistically significant. This suggests that social media advertisements significantly influence the purchase decisions of Gen Z consumers.

B. Regression Analysis

Regression analysis is used to determine the impact of independent variables on a dependent variable. In this study, regression analysis is applied to examine the effect of social media marketing factors on the purchase decisions of Gen Z consumers in Thiruvavur District. The objective of this analysis is to identify the most significant social media marketing factors influencing buying behaviour and to measure the extent of their impact on purchase decisions. This analysis helps in understanding how social media advertisements, influencer impact, trust in social media products, and discounts influence the purchase decisions of Gen Z consumers.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.286a	.082	.057	1.162	.082	3.239	4	145	.014

Table 5: Anova

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.498	4	4.375	3.239	.014 ^b
	Residual	195.835	145	1.351		
	Total	213.333	149			

Table 6: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.350	.356		3.797	<.001	.647	2.053
Social media ads influence	.228	.095	.201	2.395	.018	.040	.415
Influencer impact on choices	-.052	.088	-.050	-.591	.555	-.227	.122
Trust in social media products	.095	.096	.086	.981	.328	-.096	.285
Discounts encourage purchases	.146	.090	.134	1.620	.107	-.032	.324

The regression analysis results indicate that the model is statistically significant, as the significance value is 0.014, which is less than 0.05. The R Square value of 0.082 indicates that 8.2% of the variation in purchase decisions is explained by the independent variables included in the model. Among the variables, social media advertisements influence ($\beta = 0.201$) shows a significant positive impact on purchase decisions, as its significance value is less than 0.05. Other variables such as influencer impact on choices, trust in social media products, and discounts encourage purchases show weaker influence on buying decisions, as their significance values are greater than 0.05. Overall, the regression analysis suggests that social media marketing factors have a significant influence on the purchase decisions of Gen Z consumers.

IX. FINDINGS OF THE STUDY

The study found that most respondents belong to the age group of 18–20 years and are highly active on social media platforms. Instagram was identified as the most preferred platform among Gen Z consumers, and videos and reels were the most engaging forms of content. The findings reveal that social media advertisements significantly influence buying behaviour and purchase decisions. Influencer recommendations also play an important role in shaping consumer opinions and preferences. The study further identified that online reviews, ratings, and customer comments strongly affect consumer trust and purchase intentions. Positive reviews encourage product trials, while negative reviews discourage purchases. Discounts, promotional offers, limited-time sales, and promo codes were also found to motivate consumers to make purchases. The correlation and regression analysis confirmed that social media marketing factors have a significant positive influence on the purchase decisions of Gen Z consumers.

X. SUGGESTIONS

Based on the findings of the study, it is suggested that Businesses should focus more on Instagram and video-based marketing strategies, as these platforms are highly preferred by Gen Z consumers. Companies should collaborate with trustworthy and influential content creators to improve customer engagement and strengthen brand awareness among young consumers. Organizations are encouraged to motivate customers to provide reviews and ratings, as positive feedback helps increase trust and confidence in products and services. Businesses should design attractive, creative, and informative advertisements that positively influence consumer buying behaviour. Proper attention should also be given to handling negative reviews and customer complaints effectively in order to maintain a positive brand image. Brands should strategically use discounts, promotional offers, and promo codes to attract consumers and improve sales performance. Organizations should also focus on improving the reliability and security of social media shopping platforms to build consumer trust. Finally, businesses should regularly analyse consumer preferences, trends, and online behaviour to enhance the effectiveness of their digital marketing strategies and maintain long-term customer relationships.

XI. CONCLUSION

The study examined the influence of social media marketing on the purchase decisions of Gen Z consumers in Thiruvavur. The findings reveal that social media platforms play a significant role in influencing consumer awareness, preferences, and buying behaviour. The study identified that social media advertisements, influencer

marketing, online reviews, ratings, and promotional offers significantly affect purchase decisions among Gen Z consumers. Instagram and video-based content were found to be highly effective in attracting and engaging young consumers. The statistical analysis confirmed that there is a significant positive relationship between social media marketing factors and purchase decisions. However, concerns regarding trust and reliability continue to influence consumer confidence in online shopping. Overall, the study emphasizes that businesses should adopt customer-oriented and engaging social media marketing strategies to improve consumer trust, brand awareness, and long-term business growth in the competitive digital environment.

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