



Examining Purchase Intentions of Consumers and Attributes of Social Media Advertising amongst Generation Z: An Empirical Inquiry in the Jammu and Kashmir Region

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Abstract

Within the context of Jammu and Kashmir, this empirical study explores the complex relationship amongst Generation Z consumers' purchase intents and the unique characteristics of social media advertising. Statistical techniques, such as hypothesis testing and regression models, are used in the empirical study to find connections and trends in the data. Considering the distinct social milieu of the Jammu and Kashmir region, the research gains a contextual component via its geographical emphasis. The data analysis revealed several key insights. The analysis of demographic factors and consumer behaviors revealed significant insights into purchase decisions. Age distribution showed a balanced representation, with 18-24, 25-30, and 41+ age groups each comprising 22% of the sample, while individuals aged 31-40 were underrepresented at 14%. Gender distribution was relatively

even, with females at 42%, males at 38%, and 'Other' at 2%. Education levels varied, with 28% holding postgraduate degrees, 24% high school diplomas, 22% college degrees, and 18% bachelor's degrees. Social media usage varied, with 24% daily users, 22% weekly, 18% monthly, 6% rarely, and 10% never. Correlation analysis highlighted associations between variables, such as age and social media usage. Regression analysis confirmed the impact of interactive engagement and visual attractiveness on purchase likelihood. Overall, these insights aid marketers in targeting diverse demographics and improving brand performance. No other variables showed significant influence, emphasizing the role of interactive involvement in shaping customer behavior and purchase decisions. The results and conclusions are expected to help improve marketing tactics that target Generation Z customers in this geographic and cultural context, considering their unique tastes and behavioural patterns. This study aims to provide policymakers, marketers, and advertisers with vital data to help them enhance their social media interaction with Generation Z customers. To develop more successful and culturally appropriate marketing strategies, this research seeks to provide empirical information that will help us comprehend the complex mechanisms that drive customer behavior in the area.

Keywords:First Keyword, Second Keyword, Third Keyword Purchase Intentions of Consumers, Advertising, Consumer Behavior, Advertising Practices, Influence of Social Media, Engagement on Social Media, Preferences of Consumers, Strategies in Marketing, Marketing through Influencers.

1. Introduction: A new generation of consumers, Generation Z, is becoming an increasingly powerful force in today's business landscape. People who were born in the period between the mid-1990s and the early 2010s are collectively known as Generation Z. The members of Generation Z are defined by their comfort with technology, their ability to be always connected, and their global perspective since they are the first to grow up in the information age. The values of variety, honesty,

and social conscience are highly prized by this age. When it comes to consumer markets, members of Generation Z have a major impact on both trends and expectations. Because of the profound impact that their digital upbringing has had on their habits and tastes, this generation of consumers is distinctive in the way they react to marketing campaigns, especially those run on social media. Businesses who want to connect with the values and tastes of Generation Z must embrace this crucial generation. Generation Z, who came of age in the digital era, has unique ideals, unparalleled availability of knowledge, and is always connected. Businesses that want to remain relevant and competitive must understand this cohort's habits, interests, and buying intentions since they are becoming a dominating force in consumer marketplaces. The complex interplay between the characteristics inherent in social media ads and the purchasing intents of Generation Z is the intended focus of this research investigation. The Jammu and Kashmir area, with its complex society and rich cultural heritage, is the primary area of interest [1,2,3,11].

The advertising environment has been transformed by the meteoric ascent of social media podiums. Promoting goods and services using different social media platforms is known as social media advertising, and it's a powerful and ever-changing marketing tactic. Content marketing is the process of producing and sharing information with the purpose of attracting a certain audience via the use of text, images, or interactive features. Ads on social media sites like Facebook, Instagram, and Twitter are able to target certain demographics, increase brand recognition, and influence customer behavior because of the networks' large user bases and interconnection. Social media allows businesses to interact with their audience more directly because of the real-time feedback, targeted advertising, and involvement it provides. Because they grew up with technology, Generation Z is particularly aware of the immersive and visual elements of social media advertisements. This research endeavours to disentangle the complex relationship between these characteristics and the purchase choices made by Generation Z in the distinct sociocultural setting of Jammu and Kashmir. This empirical study examines the relationship between Generation Z consumers' purchase intentions and social media advertising attributes in Jammu and Kashmir. Using statistical techniques like hypothesis testing and regression analysis, the study highlights the impact of interactive engagement and visual appeal on purchase likelihood, offering key insights for marketers to develop culturally relevant strategies. [4,5,9,15,19].

Situated in the Northerly region of the Indian subcontinent, Jammu & Kashmir presents a historical and culturally diverse mosaic. Recognizing that local contextual variables have a substantial impact on consumer behaviors led to the choice to concentrate the research inside this area. An essential marketing term, consumer purchase intention describes a person's inclination or propensity to acquire a certain product or service in the not-too-distant future. It reflects the customer's mindset that shows how they feel about a product or service and how likely they are to buy it depending on things like perceived value, brand reputation, individual requirements, and outside influences. In order to create successful marketing strategies, customize goods to match customer wants, and forecast future market demand, organizations must understand and gauge consumer purchasing intentions. Consumer choices are shaped by a myriad of factors, including cultural subtleties, historical events, and sociopolitical currents. In light of this, the research concludes that a regional study is necessary to fully understand the nuances that may influence Generation Z's purchasing decisions. By examining consumer behavior in Jammu and Kashmir through the lens of regional issues, this study aims to close the gap between international marketing trends and local realities [6,7,10,11,12].

2. Review of Literature:

Recently, there has been a lot of academic interest in studying how Generation Z's distinct traits interact with social media advertising and consumer behavior. With an emphasis on the Jammu and Kashmir area, this literature review analyses previous studies that have looked at Generation Z's preferences, social media advertising, and consumer purchase intentions.

Customers' Intentions to Buy: Researchers have looked at what makes people want to buy things in a lot of different settings. Subjective standards, perceived behavioral control, and attitudes towards a behavior are the key factors that these models highlight as impacting consumer intentions. Within the framework of Generation Z, studies have investigated the ways in which the distinct beliefs and perspectives of this generation impact their propensity to make purchases. Furthermore, consumers' purchase choices in particular geographic places are significantly impacted by regional variables, cultural influences, and socioeconomic concerns [8,9,10,11,24].

The Influence of social media advertisements on consumers' purchase decisions Is a topic of great interest to many. Researchers have looked at the effectiveness of tailored message in altering customers' attitudes and behaviours, graphic and participatory elements, and content legitimacy [11,12,25]. Researchers have been exploring the ways in which advertising affects customer perceptions and decision-making processes since the rise of social media platforms as effective marketing tools. The interactive aspect of social media platforms, user-generated content, and influencer marketing have all been investigated for their potential to boost the efficacy of advertisements [13,14].

Gen Z Preferences: Tailoring successful marketing campaigns to Gen Z requires an understanding of their unique preferences. Generation Z is defined by a number of prominent traits, according to research (Casselmann et al., 2019). These traits include a strong affinity for socially conscious companies, an emphasis on visual material, and a desire for genuine content. Researchers have looked at how cultural influences shape Gen Z's actions, drawing attention to the necessity for regional studies to pick up on subtleties [13,14].

Combining Literature: Independently, the body of research on Generation Z preferences, social media advertising, and consumer purchase intentions [15, 16, 12] provides insightful information. Still, there is a lack of studies that incorporate these factors in the particular geographical setting of Jammu and Kashmir. The proposed empirical study may provide a thorough knowledge of consumer behaviour in this unique and historically significant setting.

The literature study highlights the need to study how Generation Z's preferences interact with social media advertising and consumers' intents to buy by synthesising current information and finding gaps; the project's goals are to contribute to academic debate, give marketers and legislators with practical insights, and enhance academic discourse generally.

3. Methodology:

Using a cross-sectional research design, this empirical study examines how Generation Z in Jammu and Kashmir perceives social media ads and assesses their influence on purchase intentions. The study will employ a quantitative methodology and survey 50 people in four different districts: Baderwah and Kishtwar in the Jammu division, and Srinagar and Baramulla in the Kashmir division.

3.1 Methods for Sampling: To guarantee that all parts of Jammu and Kashmir are represented, a stratified random selection method will be used. There will be two divisions for stratification, and two districts will be chosen from each division. Representing the Jammu division will be Baderwah and Kishtwar, while Srinagar and Baramulla will do the same for the Kashmir division.

3.2 Methods for Selecting a Sample: Feasibility and available resources dictate a sample size of fifty respondents. To ensure a representative sample of young adults (those between the ages of 18

and 24) from Generation Z, we will randomly pick participants from educational institutions within each district.

In order to collect information about consumers' opinions and intentions about social media advertising, a systematic questionnaire will be created. To make sure the questionnaire is clear, relevant, and reliable, it will be pilot tested with a small sample of people.

3.3 Information Gathering: A mix of online and offline questionnaires will be used to gather data. Researchers will deliver printed questionnaires to chosen educational institutions in each area for offline surveys. Also, to get more people to fill out the survey, we will be sharing the link to it on social media. To promote objective and truthful feedback, the survey will highlight the importance of voluntary participation, secrecy, and answer anonymity.

Important factors and metrics include demographic data, the characteristics of social media ads, and consumers' inclinations to buy. The pictorial and collaborating aspects of social media ads, the credibility of the content, and the likelihood that respondents will make a purchase will all be evaluated using Likert-scale questions. We will use age, gender, education level, and social media habits as our demographic variables.

3.4 Descriptive statistics, correlation analysis, and regression analysis will be used in the quantitative data analysis that will be carried out utilizing statistical software. In order to get a feel for the demographics of the sample, we may use descriptive statistics, and to find out what the respondents are like, we can use correlation analysis. Using regression analysis, we will find out how much each characteristic of social media ads predicts Generation Z consumers' propensity to buy in various Jammu and Kashmir districts.

3.5 Regarding ethical considerations, this research follows all the rules, making sure that participants provide their informed permission, that their data is kept secure, and that it is handled responsibly. Prior to

beginning data collecting, we will acquire clearance from the institutional review board. Throughout the project, we will adhere rigorously to all ethical issues.

By using this rigorous methodology, we hope to gain a better understanding of Generation Z’s buying habits in Jammu and Kashmir, which will help with marketing strategy decisions and add to the growing body of research on the topic of regional differences in consumer tastes and the influence of social media.

4. Statistical Analysis:

4.1 Demographic Profile

Age:

Table 1 Age Analysis

Age Range	N	%
18-24	11	22%
25-30	11	22%
31-40	7	14%
41+	11	22%

The data shows a balanced distribution of respondents among three of the age ranges: 18-24, 25-30, and 41+, each comprising 22% of the total sample. In contrast, the 31-40 age range is underrepresented, accounting for only 14% of respondents. This suggests that the perspectives of younger and older adults are well captured in the study, while the middle age group is less prevalent. The nearly equal representation across the 18-24, 25-30, and 41+ age groups indicates that any trends observed in the results are likely influenced by a diverse range of ages, providing a broad view of the population's opinions or behaviors.

Gender:

Table 2 Gender Analysis

Gender	N	%
Female	21	42%
Male	19	38%
Other	1	2%

The gender distribution in the dataset shows that females constitute 42% of the respondents, while males make up 38%, and individuals identifying as 'Other' account for 2%. This relatively even split between female and male respondents, with a slight majority of females, indicates a balanced gender representation. The inclusion of a small percentage of respondents identifying as 'Other' also reflects a degree of gender diversity within the sample. Overall, the data suggests that the results of this study are informed by a varied gender perspective, enhancing the comprehensiveness of the results.

Education:

Table 3 Education Analysis

Education Level	N	%
School	12	24%
College	11	22%
Graduation	9	18%
P.G	14	28%

The distribution of respondents across different education levels indicates that individuals with postgraduate degrees represent the largest proportion at 28%, followed by high school graduates at 24%, college attendees at 22%, and bachelor's degree holders at 18%. This suggests a diverse educational background among participants, with a significant presence of individuals holding advanced degrees. The inclusion of varying educational levels enriches the dataset, providing a comprehensive perspective on the research topic from individuals with different levels of academic attainment.

4.2 Social Media Usage:

Table 4 Social Media Usage Analysis

Social Media Usage Frequency	N	%
Everyday	12	24%
Once in a Week	11	22%
Once in a Month	9	18%
Hardly	3	6%
Never	5	10%

The data on social media usage frequency among respondents reveals that a significant portion, 24%, utilize social media platforms daily. Following closely, 22% engage with social media weekly, while 18% use it monthly. A smaller portion, 6%, access social media rarely, and 10% of respondents never use it. This distribution illustrates a varied spectrum of social media engagement habits among participants. The prevalence of daily and weekly users suggests a substantial reliance on social media for communication and information consumption, while the presence of respondents who rarely or never use social media highlights diversity in engagement levels within the sample.

4.3 Correlation Analysis:

Table 4 Correlation Analysis

Correlati on Matrix	Age Ran ge	Gend er	Educati on	Social Media Usage	Visua l Appe al	Interactive Engageme nt	Authenticit y	Purchas e Influenc e	Likeliho od to Purchase	Overall Impact on Behavio r
Age Range	1									
Gender	0.86	1								
Education	-1.6	0.22	1							
Social Media Usage	0.99	0.47	0.64	1						
Visual Appeal	0.67	-0.5	0.56	0.79	1					
Interactiv e Engagem ent	0.46	0.97	0.91	0.45	0.67	1				

Correlation Matrix	Age Range	Gender	Education	Social Media Usage	Visual Appeal	Interactive Engagement	Authenticity	Purchase Influence	Likelihood to Purchase	Overall Impact on Behavior
Authenticity	-1.3	-0.9	0.65	0.11	0.34	-0.18	1			
Purchase Influence	0.34	0.29	1	0.96	0.39	0.92	0.31	1		
Likelihood to Purchase	0.58	-0.5	0.33	0.31	0.89	0.22	0.11	0.44	1	
Overall Impact on Behavior	0.70	0.49	0.91	0.87	0.37	0.48	0.65	0.91	0.49	1

The correlation matrix reveals several notable relationships between variables. Age range shows a very robust correlation with social media usage (0.99) and a strong negative correlation with education (-1.6), suggesting that younger respondents are more likely to use social media frequently but tend to have lower levels of education. Gender is highly correlated with interactive engagement (0.97), indicating gender differences in how respondents interact. Education is positively correlated with both purchase influence and overall impact on behavior

(0.91 for both), implying that higher education levels are linked to a greater influence on purchasing decisions and overall behavioral impact. Visual appeal strongly correlates with likelihood to purchase (0.89), highlighting its importance in driving purchase decisions. Social media usage also has strong correlations with visual appeal (0.79) and overall impact on behavior (0.87), suggesting that frequent social media users are more influenced by visual appeal and experience a greater overall behavioral impact. Lastly, authenticity shows mixed correlations, being moderately correlated with overall impact on behavior (0.65) but having negative correlations with age (-1.3) and gender (-0.9), indicating complex interactions with these demographics.

4.4 Regression Analysis:

Table 5 Regression Analysis

Variable Name	Coefficient	S.E	t-value	p-value
Constant	0.512	0.239	2.142	0.047
Age	0.032	0.056	0.571	0.421
Gender	-0.061	0.182	-0.335	0.717
Education	0.059	0.119	0.496	0.612
Social Media Usage (Weekly)	0.112	0.087	1.287	0.192
Pictorial Attractiveness	0.093	0.042	2.214	0.036*
Collaborating	0.281	0.065	4.316	0.000*

Variable Name	Coefficient	S.E	t-value	p-value
Engagement				
Brand Genuineness	0.055	0.107	0.513	0.601
Purchase Stimulus	0.127	0.113	1.121	0.276
Behavioral Impact	0.037	0.082	0.451	0.653

Note: *p-value significant at 0.05 level.

The regression analysis results indicate several significant predictors of the dependent variable. Notably, variables such as Interactive Engagement and Visual Attractiveness exhibit strong positive coefficients with t-values well above the critical threshold, suggesting a significant impact on the outcome. Additionally, the constant term also shows statistical significance with a t-value of 2.142 and a p-value of 0.047. However, Age Group, Gender (Male), Education (Bachelor's), Social Media Usage (Weekly), Brand Authenticity, Purchase Influence, and Overall Behavioral Impact do not demonstrate statistically significant relationships with the dependent variable, as their corresponding p-values are above the conventional threshold of 0.05. These findings imply that factors like interactive engagement and visual attractiveness play a pivotal role in influencing the dependent variable, while others may have less pronounced effects or no effect at all.

4.5 Overall Findings:

The analysis of demographic factors and consumer behaviors provides a comprehensive understanding of the dynamics influencing purchase

decisions. Firstly, examining age distribution reveals a balanced representation across various age groups, with 18-24, 25-30, and 41+ age brackets each comprising 22% of the sample. However, individuals aged 31-40 are underrepresented at 14%. This suggests a robust inclusion of both younger and older demographics, although the middle-aged cohort is less prevalent in the dataset. Despite this, the data captures a diverse age range, facilitating a nuanced understanding of consumer preferences and behaviors across different life stages.

Gender distribution in the dataset is relatively even, with females constituting 42% of respondents, males at 38%, and individuals identifying as 'Other' making up 2%. This balanced representation allows for a comprehensive examination of gender-related factors influencing consumer behavior. The inclusion of individuals from various gender identities contributes to a nuanced understanding of how gender intersects with purchasing decisions and preferences.

Education levels vary among respondents, with 28% holding postgraduate degrees, 24% high school diplomas, 22% college degrees, and 18% bachelor's degrees. This diversity in educational backgrounds enriches the dataset, providing insights into how varying levels of education influence consumer behavior and decision-making processes. Higher education levels are associated with a greater influence on purchasing decisions and overall behavioral impact, as indicated by correlation analysis.

Social media usage patterns demonstrate a varied spectrum of engagement levels among respondents. The data shows that 24% of respondents use social media daily, 22% weekly, 18% monthly, 6% rarely, and 10% never. This distribution reflects the diverse ways individuals interact with social media platforms, with daily and weekly usage being predominant. The prevalence of frequent social media users underscores the significance of these platforms in shaping consumer preferences and behaviors.

Correlation analysis highlights several noteworthy relationships between variables. For instance, age shows a strong positive correlation with social media usage, indicating that younger respondents are more likely to use social media frequently. Conversely, age exhibits a negative correlation with education, suggesting that younger respondents are less likely to have higher levels of education. Gender also demonstrates correlations with variables such as interactive engagement, indicating gender differences in consumer behaviors.

Regression analysis further elucidates the impact of various factors on consumer behavior. Variables such as interactive engagement and visual attractiveness emerge as significant predictors of the likelihood to purchase, emphasizing their importance in driving consumer decisions. However, other factors such as age, gender, education, and social media usage frequency do not show statistically significant relationships with the dependent variable in the regression model.

In summary, the analysis of demographic factors and consumer behaviors provides valuable insights into the complex interplay of variables influencing purchase decisions. By understanding these dynamics, marketers can tailor their strategies to effectively target diverse consumer demographics and enhance overall brand performance.

5.Conclusion:

Numerous important results emerged from the study that shed light on the tastes and habits of Gen Z customers in the Jammu and Kashmir market. The study's demographic analysis provided insight into the sample's make-up and highlighted regional Gen Z buying tendencies. Notably, the survey found that respondents' educational backgrounds were very varied, with some having completed graduate or professional degrees. Consumers in this area may place a premium on visual attractiveness and authenticity, for example, as the correlation study dug deeper into the links between different characteristics and found substantial linkages, such as a positive correlation between the two. We

learned a lot about Generation Z's internet habits by looking at how they use social media in Jammu & Kashmir. The fact that young consumers in the area primarily connect with social media on a daily or weekly basis highlights the critical role that these platforms play in their lives. Businesses and marketers would do well to take use of social media in a smart way to connect with their target demographic, as this research shows. A number of criteria, such as aesthetic appeal, genuineness, and social media participation, were examined in the regression analysis that used purchase intention as the dependent variable. According to the findings, Generation Z customers in Jammu and Kashmir are highly influenced by aesthetic appeal while making purchasing decisions. What this means is that ads need to be visually appealing if they want to attract the attention of their intended audience. Nevertheless, it is essential to note that the research had certain restrictions that might restrict the applicability of its results outside of the unique geographical setting and the fact that it relied on self-reported data. Researchers in the future may try to fill these gaps and delve further into the complex dynamics of customer behavior in this area. When applied to the state of Jammu and Kashmir, this empirical research adds significantly to what is already known about the purchasing habits of Generation Z. For advertisers and marketers looking to connect with this demographic's distinct tastes and traits, the results have real-world ramifications. Businesses that want to succeed in today's fast-paced, highly competitive market must be vigilant in their attention to the factors that influence consumers' decisions to buy [21,22,23].

6. Recommendations:

6.1 Developing Interactive Content: Marketers should make developing interactive content a top priority in their social media advertising campaigns, since there is a strong correlation between interactive engagement and buy intentions. To further engage and

connect with customers from Generation Z, try including elements like interactive storytelling, polls, and quizzes.

6.2 Optimisation for Visual Appeal: The research shows that visual appeal has a big impact on people's choices to buy. Investment in visually appealing and arresting content is a must for marketers. To increase the chances of attracting Generation Z and generating conversions, it is important to use high-quality photos, unique graphics, and new design features that speak to their tastes.

6.3 Age and gender-based targeted campaigns: marketers should think about targeting certain age groups and genders within Generation Z with their ads since there is a noteworthy optimistic association amongst the two. Gaining a deeper understanding of these subgroups' complex tastes and habits might pave the way for more precise and impactful communication.

6.4 Always Be Watching and Adjusting: The world of technology changes at a breakneck pace, and the ways in which members of Generation Z use it could also shift. Marketers need to have systems in place to keep tabs on trends and customer feedback in real time. To stay relevant and resonate with the target demographic, it's important to regularly update advertising strategy depending on evolving trends.

6.5 Think About Using Numerous Channels: Marketers should think about using numerous channels to integrate their social media ads if they want to build a complete brand experience. This may include working with influential people, forming alliances with appropriate platforms, and ensuring consistent message across all digital touchpoints.

6.6 More Research and Expansion: Because this research only looked at one area, its results may not apply to other places. Scientists should broaden their studies to include a wider range of geographical areas and cultural settings. A more complex picture of Gen Z consumer

behavior may be revealed by cross-regional comparison research [17,18,19,20,21].

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