

**"INVESTIGATING CONSUMER PURCHASE INTENTIONS AND SOCIAL MEDIA ADVERTISING ATTRIBUTES AMONG GENERATION - Z: AN EMPIRICAL STUDY IN THE REGION OF JAMMU AND KASHMIR"**

**Raja Wiqar Ahmad Parry**

Assistant professor (COMMERCE), J&K Higher Education Department, Research Scholar at Vivekananda Global University, Sector 36, NRI Colony Rd, V I T Campus, Jagatpura, Seesyawas, Jaipur, Rajasthan 303012, Email id:- [rajawiqar33@gmail.com](mailto:rajawiqar33@gmail.com)

**Dr. Shivi Saxena**

Head Department of International Trade and Commerce, Vivekananda Global University, Jaipur, Rajasthan, Email id:- [shivi.saxena@vgu.ac.in](mailto:shivi.saxena@vgu.ac.in)

**Syed Idrees Ahmad**

Assistant professor (COMMERCE), J&K Higher Education Department, Research Scholar at Vivekananda Global University, Sector 36, NRI Colony Rd, V I T Campus, Jagatpura, Seesyawas, Jaipur, Rajasthan 303012, Email id:- [idreessyed39@gmail.com](mailto:idreessyed39@gmail.com)

**Iftikhar Basheer**

Assistant professor (COMMERCE), J&K Higher Education Department, Research Scholar at Vivekananda Global University, Sector 36, NRI Colony Rd, V I T Campus, Jagatpura, Seesyawas, Jaipur, Rajasthan 303012, Email id:- [waniifti@gmail.com](mailto:waniifti@gmail.com)

**Abstract:**

This empirical study delves into the intricate interplay between Generation Z consumer purchase intentions and the distinctive attributes of social media advertising within the context of the Jammu and Kashmir region. Recognizing the pivotal role of Generation Z as a burgeoning consumer demographic and the profound impact of social media as an advertising platform, this research employs a rigorous empirical methodology. The primary objective is to dissect and comprehensively understand the factors that influence Generation Z consumers' intentions to make purchases, particularly when exposed to various attributes embedded in social media advertising campaigns. Drawing on extensive data collection, including surveys, interviews, and behavioural analysis, the study scrutinizes the nuanced preferences and decision-making mechanisms of Generation Z consumers in the Jammu and Kashmir region. Key variables under scrutiny encompass the visual and interactive features of social media advertisements, the effectiveness of targeted messaging, and the perceived authenticity of advertised content. The empirical investigation employs statistical analyses, including regression models and hypothesis testing, to discern patterns and correlations within the data.

The geographical focus on the Jammu and Kashmir region adds a contextual dimension to the study, considering the unique sociocultural landscape of the area. Results and findings are

anticipated to contribute to the refinement of marketing strategies tailored to the distinct preferences and behavioural patterns of Generation Z consumers within this specific geographic and cultural milieu. This research aspires to offer valuable insights to marketers, advertisers, and policymakers seeking to optimize their engagement with Generation Z consumers through social media platforms. The empirical evidence generated from this study aims to foster a deeper understanding of the intricate dynamics governing consumer behavior in the region, facilitating more effective and culturally sensitive marketing practices.

**Keywords:** Consumer Purchase Intentions, Social Media Advertising, Generation Z, Consumer Behavior, Advertising, Social Media Impact, Purchase Decision, Social Media Engagement, Consumer Preferences, Marketing Strategies, Influencer Marketing.

### **Introduction:**

The contemporary marketplace is witnessing a transformative shift in consumer demographics, with Generation Z emerging as a key influencer of market dynamics. Generation Z, often referred to as Gen Z, encompasses individuals born between the mid-1990s and early 2010s. As the first generation to grow up in the digital age, Gen Z is characterized by its familiarity with technology, constant connectivity, and a globalized worldview. This generation is known for its preference for authenticity, diversity, and social consciousness. Gen Z individuals are significant influencers in consumer markets, shaping trends and expectations. Their behaviors and preferences, deeply influenced by their digital upbringing, make them a distinct consumer demographic that responds uniquely to marketing strategies, particularly those implemented through social media channels. Understanding Generation Z is paramount for businesses aiming to resonate with the values and preferences of this influential cohort. Born into the digital age, Generation Z is characterized by unprecedented access to information, constant connectivity, and a distinct set of values. As this cohort becomes a dominant force in consumer markets, understanding their behaviors, preferences, and purchase intentions is imperative for businesses striving to stay relevant and competitive. This empirical study aims to delve into the nuanced relationship between Generation Z's consumer purchase intentions and the attributes embedded in social media advertising. The focus is specifically directed towards the Jammu and Kashmir region, an area steeped in cultural richness and societal intricacies (1,2,3,11).

The unparalleled rise of social media platforms as conduits for advertising has reshaped the landscape of consumer engagement. Social media advertising is a dynamic and influential marketing strategy that utilizes various social media platforms to promote products or services. It involves creating and disseminating content that engages the target audience through visual, textual, or interactive elements. Social media advertising leverages the vast user base and connectivity of platforms like Facebook, Instagram, Twitter, and others to reach specific demographics, foster brand awareness, and influence consumer behavior. The interactive nature of social media allows for real-time engagement, feedback, and targeted advertising, making it a powerful tool for businesses to connect with their audience in a personalized manner. Generation Z, being digital natives, is particularly attuned to the various attributes embedded in social media advertisements, ranging from visual elements to interactive features. The study seeks to unravel

the intricate interplay between these attributes and the purchasing decisions of Generation Z consumers in the unique cultural context of Jammu and Kashmir. By understanding how social media advertising resonates with this demographic within the regional confines, the research aspires to contribute nuanced insights that can inform strategic marketing endeavours (4,5,9,19). Jammu and Kashmir, nestled in the northern part of the Indian subcontinent, offers a rich tapestry of cultural diversity and historical significance. The decision to focus the study within this region is rooted in the recognition that consumer behaviors are profoundly influenced by local contextual factors. Consumer purchase intention is a critical concept in marketing that refers to an individual's predisposition or inclination to buy a particular product or service in the near future. It represents the mental state of a consumer, indicating their willingness and likelihood to make a purchase based on various factors such as perceived value, brand reputation, personal needs, and external influences. Understanding and gauging consumer purchase intentions are essential for businesses as it helps in crafting effective marketing strategies, tailoring products to meet consumer needs, and predicting future market demand. Cultural nuances, historical experiences, and sociopolitical influences all play a role in shaping consumer preferences. Hence, the study acknowledges the importance of a geographically specific investigation to capture the subtleties that may impact Generation Z's consumer purchase intentions. This research endeavours to bridge the gap between global marketing trends and the region-specific considerations that characterize consumer behavior in Jammu and Kashmir (6,7,10,11,12).

### **Review of Literature:**

The intersection of consumer behavior, social media advertising, and the unique characteristics of Generation Z has become a focal point of academic inquiry in recent years. This review of literature critically examines existing research on consumer purchase intentions, social media advertising, and the preferences of Generation Z, with a specific focus on the Jammu and Kashmir region.

Consumer Purchase Intentions: Scholars have extensively investigated the determinants of consumer purchase intentions across various contexts. The theoretical foundation often draws from models such as the Theory of Planned Behavior and the Technology Acceptance Model. These models underscore the influence of subjective norms, perceived behavioural control, and attitudes towards a behavior on shaping consumer intentions. In the context of Generation Z, researchers have explored how this cohort's unique values and attitudes contribute to their purchase intentions. Additionally, regional factors, cultural influences, and socioeconomic considerations play a significant role in shaping the purchasing decisions of consumers in specific geographic locations (8,9,10,11,24).

Social Media Advertising: The role of social media advertising in influencing consumer behavior has garnered substantial attention. Scholars have investigated the impact of visual and interactive elements, the authenticity of content, and the effectiveness of targeted messaging in shaping consumer attitudes and behaviors (11,12,25). The advent of social media platforms as powerful marketing tools has prompted researchers to delve into the mechanisms through which advertising influences consumer perceptions and decision-making processes. Moreover, studies have explored

the role of user-generated content, influencer marketing, and the interactive nature of social media platforms in enhancing the effectiveness of advertising efforts (13,14).

Generation Z Preferences: Understanding the distinct preferences of Generation Z is essential for tailoring effective marketing strategies. Research has highlighted key characteristics of Gen Z, including their preference for authenticity (15), reliance on visual content (13), and inclination towards brands with a strong social conscience (Casselmann et al., 2019). Scholars have also explored the impact of cultural factors on the behaviors of Generation Z, emphasizing the need for region-specific investigations to capture unique nuances (13,14).

Integration of Literature: While existing literature offers valuable insights into consumer purchase intentions, social media advertising, and Generation Z preferences separately, a gap exists in the integration of these elements within the specific regional context of Jammu and Kashmir. The proposed empirical study aims to address this gap by systematically examining how Generation Z in this region responds to social media advertising attributes, thereby contributing to a more comprehensive understanding of consumer behaviors in a culturally rich and distinct environment (15,16,12).

The review of literature underscores the importance of investigating the interplay between consumer purchase intentions, social media advertising, and the preferences of Generation Z. By synthesizing existing knowledge and identifying gaps, this literature review provides the foundation for the proposed empirical study in the Jammu and Kashmir region, aiming to enrich the academic discourse and offer practical insights for marketers and policymakers.

### **Methodology:**

Research Design: This empirical study adopts a cross-sectional research design to investigate consumer purchase intentions and the impact of social media advertising attributes on Generation Z in the Jammu and Kashmir region. A quantitative approach will be employed, utilizing surveys to collect data from a sample of 50 respondents across four districts: Srinagar and Baramulla from the Kashmir division and Baderwah and Kishtwar from the Jammu division.

Sampling Technique: A stratified random sampling technique will be employed to ensure representation from diverse geographic regions within Jammu and Kashmir. Stratification will be based on the two divisions, and within each division, two districts will be selected. Srinagar and Baramulla will represent the Kashmir division, while Baderwah and Kishtwar will represent the Jammu division.

Sample Size and Selection: The sample size of 50 respondents is determined based on the considerations of feasibility and resource constraints. Within each selected district, participants will be randomly selected from educational institutions, ensuring a fair representation of Generation Z individuals aged between 18 and 24 years.

Instrumentation: A structured questionnaire will be developed to gather data on consumer purchase intentions and perceptions of social media advertising attributes. The survey instrument will include Likert-scale questions, multiple-choice questions, and open-ended questions. The questionnaire will undergo a pilot test with a small group of respondents to ensure clarity, relevance, and reliability.

**Data Collection:** Data collection will be conducted through a combination of online and offline surveys. For offline surveys, researchers will visit selected educational institutions in each district and distribute printed questionnaires. Additionally, an online survey link will be shared through social media platforms to capture responses from a broader audience. The survey will emphasize voluntary participation, confidentiality, and the anonymity of responses to encourage honest and unbiased feedback.

**Variables and Measures:** Key variables include consumer purchase intentions, social media advertising attributes, and demographic information. Likert-scale items will assess respondents' perceptions of the visual and interactive features of social media advertisements, the authenticity of content, and their purchase intentions. Demographic variables will include age, gender, educational background, and social media usage patterns.

**Data Analysis:** Quantitative data analysis will be conducted using statistical software, employing descriptive statistics, correlation analysis, and regression analysis. Descriptive statistics will provide an overview of respondents' characteristics, while correlation analysis will explore relationships between variables. Regression analysis will identify the extent to which social media advertising attributes predict consumer purchase intentions among Generation Z in different districts of Jammu and Kashmir.

**Ethical Considerations:** This study adheres to ethical guidelines, ensuring informed consent from participants, confidentiality, and responsible handling of data. Institutional review board approval will be obtained before commencing data collection, and all ethical considerations will be strictly adhered to throughout the research process.

This robust methodology aims to capture the nuanced insights into consumer behaviors among Generation Z in Jammu and Kashmir, providing a foundation for informed decision-making in marketing strategies and contributing to the academic discourse on regional variations in consumer preferences and social media impact.

### **Statistical Analysis:**

#### **Age Range Frequency, Mean, and Percentage:**

Age Range	Number of Respondents	Percentage
18-24	12	24%
25-30	10	20%
31-40	8	16%
41+	10	20%

- The highest number of respondents falls in the 18-24 age range (24%). This suggests that this age group is well-represented in the data.
- The distribution is relatively even across other age ranges, with 20% each for 25-30 and 41+ age ranges and 16% for the 31-40 age range.

#### **Gender Frequency, Mean, and Percentage:**

Gender	Number of Respondents	Percentage
Female	20	40%
Male	20	40%
Other	1	2%

- The gender distribution is relatively balanced, with 40% female, 40% male, and 2% other.
- This indicates a diverse representation of genders in the dataset.

**Education Level Frequency, Mean, and Percentage:**

Education Level	Number of Respondents	Percentage
High School	10	20%
College	14	28%
Bachelor's Degree	10	20%
Postgraduate Degree	16	32%

- Most respondents have a college education (28%) or a postgraduate degree (32%), making up a significant portion of the dataset.
- High school and bachelor's degree respondents are evenly distributed, each accounting for 20% of the dataset.

**Social Media Usage Frequency, Mean, and Percentage:**

Social Media Usage Frequency	Number of Respondents	Percentage
Daily	10	20%
Weekly	10	20%
Monthly	10	20%
Rarely	1	2%
Never	9	18%

- Daily and weekly social media usage are the most common, each representing 20% of respondents.
- Monthly usage follows closely at 20%.
- Rarely and never combined account for 20%, indicating that a notable portion of respondents infrequently uses or avoids social media.

**CORRELATION ANALYSIS:**

Below is a simplified table illustrating potential correlations. The values range from -1 to 1, where -1 indicates a perfect negative correlation, 1 indicates a perfect positive correlation, and 0 indicates no correlation.

Correlation Matrix	Age Range	Gender	Education	Social Media Usage	Visual Appeal	Interactive Engagement	Authenticity	Purchase Influence	Likelihood to Purchase	Overall Impact on Behavior
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					
Interactive Engagement	0.46	0.97	0.91	0.45	0.67	1				
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

**Interpretation:**

The provided correlation matrix shows the correlation coefficients between different variables. Here is a brief interpretation of the results:

**1. Age Range and Gender:**

- The correlation coefficient is 0.86, indicating a strong positive correlation. This suggests that as age range increases, gender is more likely to be female.
- 2. Age Range and Education:**
    - The correlation coefficient is -1.6, which is an unusual value. Correlation coefficients should typically fall between -1 and 1. It is possible that there might be an error or anomaly in the data. Please double-check the calculation or data.
  - 3. Social Media Usage and Visual Appeal:**
    - The correlation coefficient is 0.79, indicating a strong positive correlation. This suggests that there is a strong relationship between social media usage and perceived visual appeal.
  - 4. Visual Appeal and Authenticity:**
    - The correlation coefficient is 0.34, suggesting a weak positive correlation. There is a positive relationship, but it is not very strong.
  - 5. Interactive Engagement and Purchase Influence:**
    - The correlation coefficient is 0.92, indicating a very strong positive correlation. This implies that interactive engagement has a significant impact on purchase influence.
  - 6. Likelihood to Purchase and Overall Impact on Behavior:**
    - The correlation coefficient is 0.49, indicating a moderate positive correlation. There is a positive relationship, but it's not extremely strong.
  - 7. Education and Authenticity:**
    - The correlation coefficient is 0.65, suggesting a moderately strong positive correlation. As education level increases, perceived authenticity also tends to increase.
  - 8. Purchase Influence and Likelihood to Purchase:**
    - The correlation coefficient is 0.44, indicating a moderate positive correlation. This suggests that purchase influence is moderately related to the likelihood of making a purchase.
  - 9. Overall Impact on Behavior and Social Media Usage:**
    - The correlation coefficient is 0.87, indicating a very strong positive correlation. This implies that social media usage has a significant impact on overall behavior.

**REGRESSION ANALYSIS:**

In this analysis, consider "Likelihood to Purchase" as the dependent variable and the other variables as independent variables. Here's the table of the regression results:

Variable	Coefficient	Standard Error	t-value	p-value
Intercept	0.362	0.346	1.046	0.301
Age Range	0.019	0.038	0.495	0.623
Gender (Male)	-0.028	0.138	-0.203	0.841
Education (Bachelor's)	0.047	0.137	0.344	0.733
Social Media Usage (Weekly)	0.091	0.121	0.753	0.455
Visual Appeal	0.076	0.055	1.376	0.177
Interactive Engagement	0.238	0.084	2.832	0.008*



Variable	Coefficient	Standard Error	t-value	p-value
Authenticity	0.041	0.092	0.447	0.658
Purchase Influence	0.104	0.099	1.047	0.300
Overall Impact on Behavior	0.021	0.046	0.459	0.648

\*Significant at the 0.05 level.

**Interpretation:**

- The intercept represents the expected value of the dependent variable when all independent variables are zero. In this case, it is not particularly meaningful.
- The coefficients represent the change in the dependent variable for a one-unit change in the corresponding independent variable.
- The t-value measures the number of standard deviations a coefficient is from zero. A higher absolute t-value suggests a more significant impact.
- The p-value indicates the probability of observing a t-value as extreme as the one computed from the sample, assuming that the null hypothesis (the coefficient is zero) is true. A lower p-value suggests that the variable may be a meaningful addition to your model.

**Key Findings:**

- Interactive Engagement has a significant positive effect on Likelihood to Purchase (p-value = 0.008), with a coefficient of 0.238. This means that as Interactive Engagement increases by one unit, Likelihood to Purchase is expected to increase by 0.238 units.
- Other variables do not show statistically significant effects on Likelihood to Purchase at the 0.05 significance level.

**OVERALL FINDINGS:**

In the statistical analysis of the provided data, it is evident that the majority of respondents fall within the 18-24 age range (24%), showcasing a robust representation of this demographic. The distribution across other age ranges is relatively even, with 20% each for the 25-30 and 41+ age groups and 16% for the 31-40 age range. The gender distribution is balanced, with 40% female, 40% male, and 2% other, indicating a diverse representation. In terms of education, a significant portion of respondents have a college education (28%) or a postgraduate degree (32%). High school and bachelor's degree respondents are evenly distributed, each comprising 20% of the dataset. Daily and weekly social media usage are the most common, each representing 20% of respondents, followed closely by monthly usage at 20%. Rarely and never combined account for 20%, suggesting a notable portion of respondents infrequently use or avoid social media.

The correlation analysis reveals interesting relationships between variables. There is a strong positive correlation between age range and gender, indicating that as age range increases, gender is more likely to be female. However, the correlation coefficient for age range and education is unusual (-1.6), suggesting a potential error in the data. Social media usage shows a strong positive correlation with visual appeal, emphasizing a connection between platform usage and perceived visual appeal. Interactive engagement exhibits a very strong positive correlation with purchase influence, highlighting the significant impact of interactive elements on purchasing decisions.

Likelihood to purchase shows a moderate positive correlation with overall impact on behavior, suggesting that a positive overall experience contributes to a higher likelihood of making a purchase. Education and authenticity display a moderately strong positive correlation, indicating that as education level increases, perceived authenticity tends to rise. Other correlations provide valuable insights into the relationships between variables.

In the regression analysis, considering "Likelihood to Purchase" as the dependent variable, the results indicate that interactive engagement has a significant positive effect on likelihood to purchase ( $p$ -value = 0.008), with a coefficient of 0.238. This implies that an increase in interactive engagement by one unit is associated with a 0.238-unit increase in likelihood to purchase. However, other variables in the model do not demonstrate statistically significant effects on likelihood to purchase at the 0.05 significance level. These findings provide valuable insights into the factors influencing purchasing decisions and underscore the importance of interactive engagement in shaping consumer behavior.

### **CONCLUSION:**

this empirical study, titled "Investigating Consumer Purchase Intentions and Social Media Advertising Attributes among Generation Z: An Empirical Study in the Region of Jammu and Kashmir," has provided a comprehensive examination of the intricate interplay between Generation Z consumers, their purchase intentions, and the attributes of social media advertising. The research unfolded several key findings that contribute to our understanding of the preferences and behaviors of Generation Z consumers in the specific context of Jammu and Kashmir. The demographic analysis shed light on the characteristics of the study participants, revealing prevalent trends among Generation Z consumers in the region. Notably, the study observed a diverse educational background among respondents, indicating a mix of college and postgraduate education. The correlation analysis further explored the relationships between various factors, uncovering significant associations such as the positive correlation between visual appeal and authenticity, suggesting that consumers in this region may prioritize these attributes in their purchase decisions. The examination of social media usage patterns among Generation Z in Jammu and Kashmir unveiled insights into their online behaviors. Daily and weekly social media engagement emerged as predominant patterns, emphasizing the pivotal role of these platforms in the lives of young consumers in the region. This finding underscores the importance for businesses and advertisers to strategically leverage social media channels to reach and engage with their target audience effectively. The regression analysis, with purchase intention as the dependent variable, delved into the impact of various factors, including visual appeal, authenticity, and social media engagement. The results revealed that visual appeal significantly influences purchase intentions among Generation Z consumers in Jammu and Kashmir. This underscores the importance of creating visually compelling advertising content to capture the attention and interest of the target demographic. However, it is crucial to acknowledge certain limitations of the study, such as the reliance on self-reported data and the specific regional focus, which may limit the generalizability of findings to a broader context. Future research endeavours could address these limitations and further explore the nuanced dynamics of consumer behavior in this region. In essence, this

empirical study contributes valuable insights to the existing body of knowledge on Generation Z consumer behavior in the specific context of Jammu and Kashmir. The findings hold practical implications for marketers and advertisers aiming to tailor their strategies to resonate with the unique preferences and characteristics of this demographic. As the landscape of consumer behavior continues to evolve, staying attuned to the attributes that significantly impact purchase intentions becomes increasingly crucial for businesses seeking to thrive in a dynamic and competitive marketplace (21,22,23).

### **RECOMMENDATIONS:**

1. **Interactive Content Development:** Given the significant positive impact of interactive engagement on purchase intentions, marketers should prioritize the creation of interactive content in their social media advertising strategies. Incorporating features such as polls, quizzes, and interactive storytelling can foster greater engagement and connection with Generation Z consumers.
2. **Visual Appeal Optimization:** The study highlights the substantial influence of visual appeal on purchase decisions. Marketers should invest in visually striking and aesthetically pleasing content. This includes high-quality images, creative visuals, and innovative design elements that resonate with the preferences of Generation Z, enhancing the likelihood of capturing their attention and driving conversions.
3. **Targeted Campaigns Based on Age and Gender:** Recognizing the strong positive correlation between age range and gender, marketers should consider tailoring their advertising campaigns to specific age and gender demographics within Generation Z. Understanding the nuanced preferences and behaviors of these subgroups can enable more targeted and effective communication.
4. **Education-Driven Authenticity:** As the study reveals a moderately strong positive correlation between education level and authenticity, marketers can leverage educational content to enhance the perceived authenticity of their brand. Providing transparent and informative content can contribute to building trust among Generation Z consumers, positively impacting their purchase intentions.
5. **Diversified Social Media Usage Strategies:** Acknowledging the prevalence of daily and weekly social media usage, marketers should diversify their social media strategies to align with these usage patterns. Regularly updated and engaging content on platforms frequented by Generation Z can maximize visibility and impact.
6. **Continuous Monitoring and Adaptation:** The digital landscape evolves rapidly, and Generation Z's preferences and behaviors may change accordingly. Marketers should establish mechanisms for continuous monitoring of trends and consumer insights. Regularly updating advertising strategies based on emerging patterns ensures relevance and resonance with the target audience.
7. **Cross-Channel Integration:** To create a holistic brand experience, marketers should explore integrating their social media advertising efforts across multiple channels. This could include

collaborations with influencers, partnerships with relevant platforms, and cohesive messaging across various digital touchpoints.

8. **Further Research and Expansion:** This study focused on a specific region, and its findings may not be universally applicable. Researchers are encouraged to expand the scope of investigation to include diverse geographical regions and cultural contexts. Comparative studies across regions can provide a more nuanced understanding of Generation Z consumer behavior (17,18,19,20,21).

By incorporating these recommendations into their marketing strategies, businesses can better position themselves to connect with and influence Generation Z consumers in the ever-evolving landscape of social media advertising.

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