INFLUENCE OF DIGITAL MARKETING ON GEN Z'S PURCHASING BEHAVIOR

BY

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A Project Work Report submitted to Pokhara University in partial fulfillment of the requirement for the degree of

Bachelor of Business Administration (BBA)

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Gairapatan-4, Pokhara

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DECLARATION

I hereby, declare that this project report entitled **"INFLUENCE OF DIGITAL MARKETING ON GEN Z'S PURCHASING BEHAVIOR"** which is submitted to Nepal Tourism and Hotel Management College, in partial fulfilment of the requirement for the degree of Bachelor of Business Administration of Pokhara University is my original work. Every effort is made to show this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions. The results and findings of the research is not submitted to any other institutions or any other University.

.....

Signature

Babita Shrestha

Date: July, 2025

BONAFIDE CERTIFICATE

Certified that this project

"INFLUENCE OF DIGITAL MARKETING ON GEN Z'S PURCHASING BEHAVIOR"

is the Bonafide work of

Babita Shrestha

who carried out the summer project work under my supervision. The report is forwarded for examination.

…….. …….

Mr. Prakash Regmi Internal Supervisor External Examiner

CERTIFICATE OF APPROVAL

This is to certify that the project work entitled "**INFLUENCE OF DIGITAL MARKETING ON GEN Z'S PURCHASING BEHAVIOR "** submitted by Babita Shrestha, 22031887 for the partial fulfilment of the requirement of BBA embodies the Bonafide work done by her under my supervision.

.....

Signature of the Supervisor

MR. Prakash Regmi

Date: July, 2025

.....

Signature of the Project Head

External

Date: July, 2025

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Babita Shrestha

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Executive Summary

In this study, the researcher will consider six independent variables to determine the impact on the Gen Z purchasing behavior of digital marketing: social media advertising, influencer marketing, type of content, platform selection, user-generated content (UGC) and engagement methods, treating the Gen Z purchasing decision as the dependent variable. According to the findings, Gen Z is responsive to visually appealing and customized social media ads that also influence their purchase decisions, and influencer marketing done by identifiable micro-influencers will create trust and brand credibility. It is crucial to understand that the form of content, e.g., short-form videos, interactive formats, etc. is critical to garner attention and interest in the first place. The choice of the platform is also important because Instagram, Tik Tok, and YouTube were the most effective, as Gen Z trusts them. UGC also promotes the sense of aestheticism and trustfulness among peers and peers that are also close to the members of Gen Z. Active interaction with these brands through Q&A sessions, giveaways, and interactive comments is also important. On the whole, the research arrives at the conclusion that, when used honestly, both in terms of being relevant and interactively communicating, digital marketing can directly affect the buying behaviors of Gen Z.

CHAPTER – I: INTRODUCTION

1.1 Background of the study

The evolution of digital technology has significantly transformed the landscape of marketing. Traditional marketing methods such as television, print ads, and billboards are increasingly being replaced or supplemented by digital marketing strategies that leverage online platforms, data analytics, and real-time engagement. With the widespread use of the internet and mobile devices, businesses are investing heavily in digital marketing tools including social media marketing, influencer collaborations, content marketing, email campaigns, and search engine optimization to reach their target audiences more effectively.

Among the various consumer groups, Generation Z — individuals born between the mid-1990s and early 2010s — stands out as a unique and influential demographic. Unlike previous generations, Gen Z has grown up in a digital environment, making them highly familiar with online platforms and digital communication. Their preferences, behaviors, and expectations are shaped by their constant interaction with technology. Gen Z values authenticity, creativity, speed, and convenience in their interactions with brands, and they tend to be more skeptical of traditional advertising tactics. This makes understanding how digital marketing affects their purchasing decisions not only relevant but essential for marketers and businesses.

In recent years, the role of social media influencers, user-generated content, and targeted advertisements has become increasingly important in shaping Gen Z's buying decisions. They rely heavily on peer reviews, influencer opinions, and social media trends when deciding what products or services to purchase. Additionally, platforms like TikTok, Instagram, and YouTube are not just entertainment hubs but also powerful marketing channels where Gen Z discovers, evaluates, and engages with brands. As a result, businesses must adopt innovative and personalized marketing strategies to build meaningful connections with this generation.

Despite the growing interest in digital marketing and Gen Z behavior, there remains a need for deeper academic and practical insight into how specific digital marketing elements influence their purchasing decisions. This research aims to fill that gap by analyzing the key factors that drive Gen Z consumers to engage with brands and make purchases, focusing on digital

marketing's effectiveness in capturing their attention, building trust, and influencing their buying behavior.

1.2 Objective of the Project work

The main objective of the study is as follow:

1.2.1 General Objective

- To know how digital marketing influence youth to purchase goods and products through online platform.

1.2.2 Specific Objectives:

- To investigate the effect of influencer and peer recommendations on Gen Z's product preferences and purchase intentions.
- To identify the most influential digital platforms (such as Instagram, TikTok, YouTube, etc.) used by Gen Z when making purchasing decisions.

1.3 Statement of the Problem

In the digital era, youth—particularly Generation Z—are increasingly exposed to digital marketing strategies through various online platforms. The rapid integration of digital tools in marketing has significantly altered consumer behavior, making traditional marketing approaches less effective in engaging younger audiences. Gen Z, characterized by their digital nativity and constant connectivity, presents unique challenges and opportunities for marketers seeking to influence purchasing behavior.

Despite the increasing investments in digital marketing, there is still an evident gap in understanding the precise ways in which digital channels shape the purchasing decisions of Gen Z consumers. Specifically, it remains unclear which aspects of digital marketing—such as influencer endorsements, peer recommendations, content formats, and platform choice—most strongly drive their engagement and buying decisions.

This research aims to address the following core issues:

- How does digital marketing influence Gen Z's tendency to purchase products and services online?

- What role do influencers and peer recommendations play in shaping product preferences and purchase intentions among Gen Z consumers?
- Which digital platforms (such as Instagram, TikTok, YouTube, etc.) are most impactful in guiding Gen Z's purchasing decisions?

By addressing these questions, the study will help marketers better understand the decision-making processes of Gen Z in the digital landscape. The findings will provide valuable insights into developing more effective, tailored digital marketing strategies to engage this highly influential demographic.

1.4 Organization of the study

The whole report has been divided into five parts: Introduction, Literature review, Research Methodology, Presentation and Analysis of data and summary, Conclusion and Recommendation

• Introduction

The first chapter of this study includes Background, Objectives of the study, Significant of the study and Limitation of the study.

• Literature Review

Second chapter includes theoretical review, review related studies and research gap. Review of related studies briefs about the similar research that have been carried out previously.

• Research Methodology

This chapter explains the research methodology employed to conduct the study and techniques used in analysis of data. The research design, data collection procedures and processing and analysis procedures are mentioned in this section.

• Presentation and Analysis of data

Fourth chapter deals with presentation of primary data using different appropriate graphs and tables as well as analysis of those data using statistical tools.

• Summary, Conclusion and Recommendation

Fifth chapter concludes brief explanation of the whole report. Conclusions are drawn from the major findings of the study and finally, the required recommendations are provided for further improvement.

1.5 Significance of the Study

- **Provides insights into Gen Z's consumer behavior** by examining how online content influences their purchasing decisions.
- **Helps marketers and businesses** understand which strategies (e.g., influencer marketing, branded challenges, UGC) are most effective for driving engagement and sales.
- **Assists brands in creating authentic and relatable content** that aligns with Gen Z's values, such as transparency, creativity, and social responsibility.
- **Contributes to academic literature** on digital marketing and consumer psychology, focusing on a fast-growing and under-researched platform (TikTok).
- **Informs policy makers and advertising regulators** about the influence of TikTok marketing on young consumers, supporting ethical advertising and data use practices.
- **Raises awareness among Gen Z consumers** about how their preferences and behaviors are shaped by digital marketing, promoting more informed buying decisions.
- **Supports the development of future digital marketing strategies** by offering data-driven insights into what drives Gen Z's online engagement and conversion.

1.6 Limitation of the study

- **Focus on Few Platforms**
  This study mainly looks at TikTok, Instagram, and YouTube. Other platforms like Pinterest aren't covered, so the results might not reflect Gen Z's full digital behavior.
- **Limited Geographic Reach**
  The research may have been done within Pokhara Vally, which means the findings might not apply to Gen Z in other cultural or regional settings.

- **Small or Select Sample Size**

  Due to time and resource limits, the number of participants in this study was limited to 100, which may not be fully diverse and could affect how representative the results are.

- **Based on Self-Reported Data**

  The information gathered comes from what people say about their behavior, which can sometimes be inaccurate or biased—people might not always remember things clearly or answer honestly.

- **Fast-Changing Digital Trends**

  Social media platforms and trends change quickly. What works today might not be relevant tomorrow, so the findings could become outdated over time.

- **Only Focuses on Gen Z**

  Since the research is all about Generation Z, the conclusions won't necessarily apply to other age groups like Millennials or Gen Alpha.

- **Limited Marketing Aspects Covered**

  The study focuses on influencer marketing, user-generated content, and social media ads. Other digital strategies like SEO, email marketing, or paid ads weren't explored in detail.

CHAPTER-II: LITERATURE REVIEW

2.1 Review of the Literature

The fast development of the internet and digital technologies has largely changed the business sphere and especially marketing in terms of its scope (Dahiya & Gayatri, 2018). Products buying is getting much easier, but at the same time, it is quite complicated because there is an excessive number of suggestions to choose among. Marketing activities in the current digital age involve the overall abandonment of the old methods and switching to more dynamic, online-based ones (Duffett, 2017). One of the greatest instruments of this change is social media, which can be used as more than just an advertising platform because social media has become an immense area of interaction and cultivation of brands (Eid et al., 2020).

Consumer lifestyles and decision-making process has taken a different shape on social media (Duffett, 2017). Modern consumers, particularly those who belong to Generation Z, want to know as much information as possible before their purchase, and they start looking to the assistance of online reviews, peer-opinions, and user-generated content (Eid et al., 2020). They have communal decision-making that involves internal, non-commercial networks where they share information about the products in the highly interconnected loops (Shareef et al., 2019). The balance of power is changed in such environment because consumers acquired the capacity to communicate with the brands in a public arena, providing feedback to them and convincing others in their opinions.

In addition, Generation Z attributes greater trust in peer recommendations rather than the traditional marketing message (Ahmad & Laroche, 2017). Their buying decisions are also being influenced more and more by the content they find in the context of social media and this can reflect anything form the point of view of an influencer to the community to the actual words of a customer. This has led to the creation of an inflexible promotional tool, digital marketing, as well as an influential force on the purchasing habits of this generation of technology and social network users.

1. **Social Media Advertising:** Advertising on the social media is one of the most noticeable digital marketing techniques these times. According to Duffett (2017) study, members of Gen Z are more sensitive to the interactive and individualized

advertisement offered on Instagram and TikTok. Stories and reels, in particular, tend to be an effective format to attract the attention of this generation because of their visual attractiveness and low attention span (Djafarova & Bowes, 2021). Analysts also found that social ads very effectively influenced social media users to discovering new products, as more than 70 percent of Gen Z social media users said that they have used social ads to learn about new products they were interested in buying (Statista, 2023).

2. **Influencer Marketing:** Influencer marketing capitalizes on the trust that Gen Z has on relational online figures. Research indicates that the peer and parasocial relationships are very important in terms of Gen Z appraisal of the product recommendations (Abidin, 2016). The one that seems real and open seems to have more influence. Lim et al. (2017) found that micro-influencers who have smaller though engaged audiences are particularly effective in changing purchase behaviors in comparison with conventional celebrity endorsers.
3. **Content Type**: Gen Z is considerably influenced by the format and style of contents to interact with the brands. According to Smith (2022), short-form videos (including videos on Tik Tok and Instagram Reels) are even more effective because they are easily digestible and entertaining. Memory, appeal and response are boosted by visual storytelling, laughter and heart-warming tales. According to research, they are also more likely to turn Gen Z viewers into customers when the content is valuable (i.e. tutorials, user experiences), etc. (Kapoor et al., 2021).
4. **Platform Utilized**: Various platforms are more or less effective in affecting the Gen Z purchasing behavior. The top two apps, where product discovery and brand interaction in this age bracket happens, are Tik Tok and Instagram (GlobalWebIndex, 2022). The role of YouTube that cannot be ignored consists of product reviews as well as unboxing videos. The ones with rich visualization and a good algorithm to make recommendations are more likely to generate increased engagement and conversion (Vrontis et al., 2021).
5. **User-Generated Content (UGC):** UGC such as customer reviews, testimonials, and posts regarding products exert a significant impact on Gen Z when they decide to trust a brand. Research conducted by Cheong and Morrison (2008) determined that the consumers of Gen Z regard UGC as dependable as compared to branded content.

Moreover, real user experiences transferred among the platforms will make them more authentic and build on the social evidence effect which is one of the driving forces behind online purchasing behavior (Hajli, 2014).

6. **Engagement Techniques**: Engaging marketing tools such as polls, contests, Q&As, and direct messaging make Gen Z more friendly and loyal customers to the brand. A report by Sprout Social (2022) says that this makes the brands look trustworthy and relatable. Other factors such as real-time responses, personal communication, and community building strategies create a stronger connection, and repeated purchases (Ashley & Tuten, 2015**).**

2.2 Conceptual Framework

Conceptual framework shows the relationship between the dependent variable and independent variables. According to the research the influence of digital marketing on Gen Z's purchasing decision is a dependent variable and Social Media Ads, Influencer Marketing, Content Type, Platform, UGC, Engagement Techniques are independent variables.

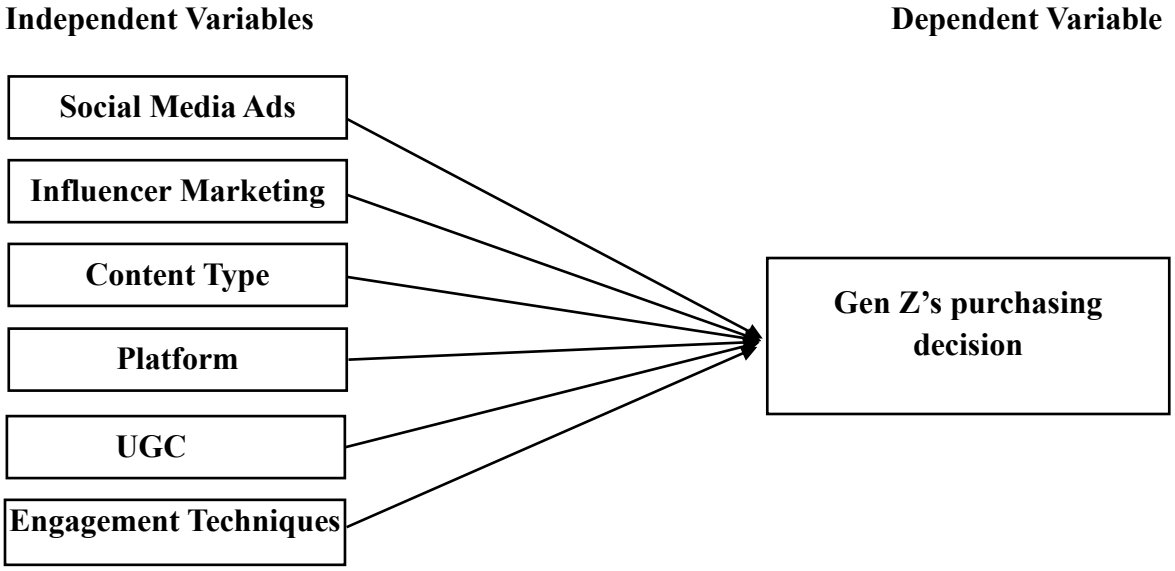

Figure 1: Conceptual framework

Operational Definition:

- **Social Media Advertising:**

It means paid advertisements on digital media (Instagram, TikTok, YouTube, and Snapchat). These could be sponsored posts, carousel, or pre-roll videos. The social media advertisement helps to make the product visible, memoizable, and can certainly reach the target audience where Gen Z spends the majority of time on the web.

- **Influencer Marketing**:

This includes sponsorship or partnership with influencers, also known as people with huge and loyal followers in the social media. As an example, the opinion by a fashion influencer who promotes a brand of clothes on Instagram can impact the tastes of his/her followers. Gen

Z is more likely to believe a person with influence rather than a regular celebrity and admires originality and realness.

- **Content Type:**

This involves the format and design of contents adopted in online marketing. One can mention short-form videos (such as TikTok and Instagram Reels), product review videos, tutorials, memes, and unboxing videos. Various forms of content evoke different emotional appeal and engage consumers to various degrees, where visual and speedy content is particularly successful among Gen Z.

- **User-Generated Content (UGC):**

UGC involves review, testimonial, or videos done by customers and not organizations. Such genuine peer inputs are most appreciated by the Gen Z population, since they have the effect of social verification and make the product or service more reliable.

- **Platform Used:**

This means that particular digital channel whereby marketing content is shared. Tik Tok, Instagram, YouTube, Snapchat and Facebook are some of the common platforms. The platform should be visual, fast-paced and high-interactive according to Gen Z preferences, and platform is another critical component of a successful campaign...

- **Engagement Techniques:**

The methods include the interactive tools of polling, question and answers, challenges and live streaming. They facilitate a two-way interaction between the brands and audiences. Gen Z likes to be included and listened to and that is why this communication streams can build brand loyalty as well as purchase consideration.

CHAPTER III: RESEARCH METHODOLOGY

This chapter deals with the methods and techniques applied in the study. It includes selection of site and its rationale, research design, nature and sources of data, population and the sample, techniques for data collection, and data analysis and presentation. The following is the process that was followed in order to address the research questions and achieve the research issues.

3.1 Research Design

This is a correlational study as it intends to investigate the connections between the identified independent variables (as influencer marketing, social media advertising, and type of content) and dependent variable (purchasing decisions of beyond Gen Z). The aim is to determine correlations and levels of association of the variables.

3.2 Nature and Source of Data

The nature of the research is both qualitative and quantitative, ensuring a comprehensive analysis of Gen Z's responses and online behavior.

Primary Data Sources:

- Structured questionnaire administered to 100 participants

Secondary Data Sources:

- The appropriate websites and online marketing pages
- Existing academic and industry documents related to digital marketing and Gen Z behavior

3.3 Site Selection and Rationale

The research was carried out in Pokhara to receive a diversified sample that can reflect Gen Z. These states have been chosen on the basis of their number of digital penetrations, as well as intense usage of social media sites among the young people.

3.4 Population and Sample

The members of the target population will be those aged 13-27 belonging to Generation Z. To guarantee various representation on age, gender, and socio-economic backdrop, 100 people were chosen using stratified random sampling.

3.5 Data Collection Techniques

The surveys were carried out online on Google Forms.

3.6 Data Analysis and Presentation

Results are laid out in the form of tables, graphs and descriptive format.

CHAPTER - IV: DATA PRESENTATION AND ANALYSIS

4.1 Primary Data Presentation and Analysis

In this chapter, data is analyzed and presented. The facts presented in this connotation revolve around primary data, which is defined to be that data which was not utilized before but collected directly. The information was collected by means of questionnaires conducted among the students of different colleges within the Pokhara Valley. To conduct the study, 100 students were chosen by means of a convenience sampling technique. This data has the following findings.

4.1.1 Age of Respondents

The following charts shows the age of respondents.

Table 1: Age of Respondents

S.N.	Age Group (years)	No. of respondents	Percentage (%)
1.	13-16	6	6
2.	16-20	40	40
3.	21-23	45	45
4.	24-28	9	9
	Total	100	100%

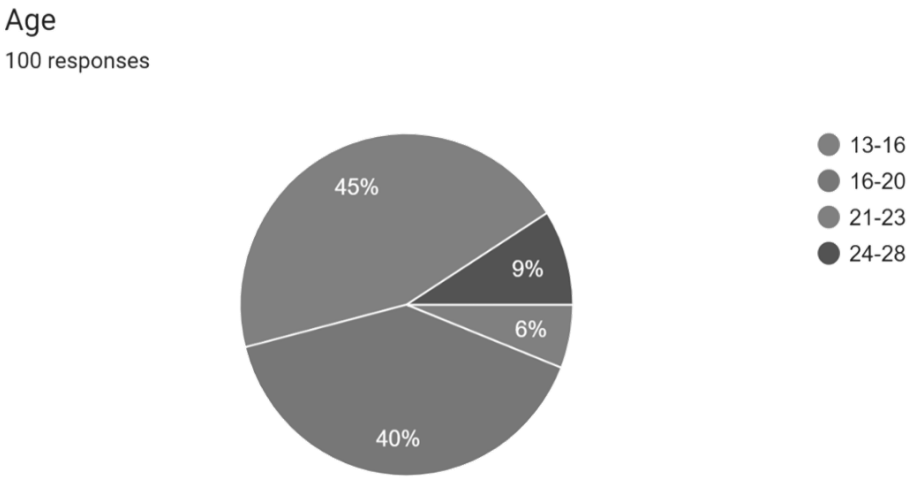

Figure 2: Respondent's Age

The pie chart shows that most respondents (85%) are aged between 16 and 23, with 45% in the 21–23 group and 40% in the 16–20 group. Smaller portions include 9% aged 24–28 and 6% aged 13–16. This highlights a strong focus on core Gen Z individuals.

4.1.2 Gender Distribution

Gender was included in the survey to identify key differences between male and female perspectives regarding the influencing factors**.**

Table 2: Gender Distribution

S.N.	Gender	No. of respondents	Percentage (%)
1.	Male	45	45
2.	Female	54	54
3.	Non-binary	1	1
	Total	100	100%

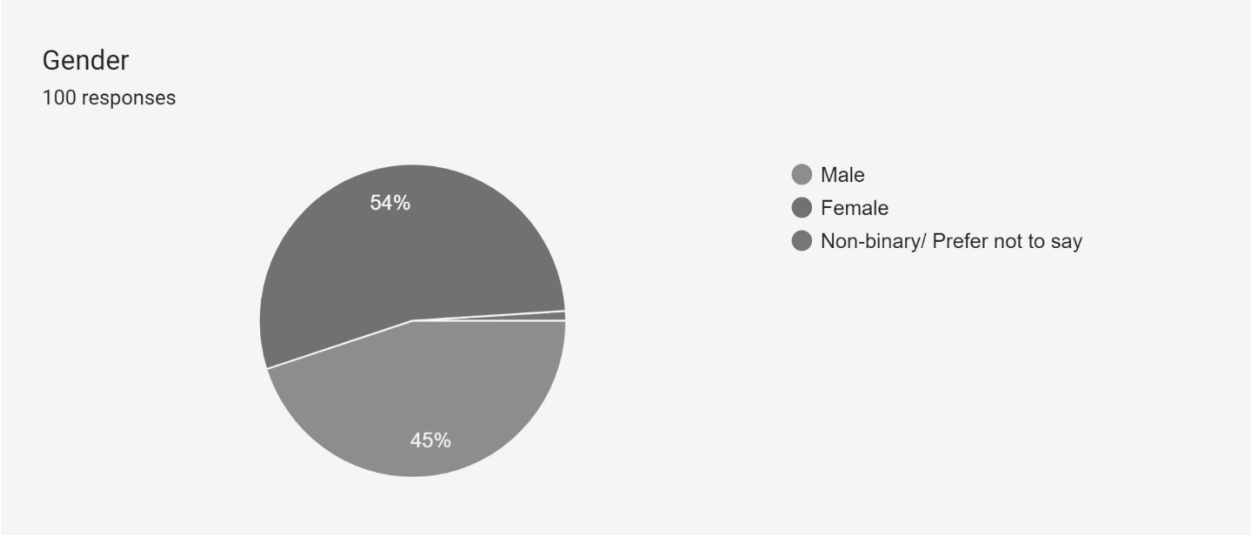

Figure 3: Gender Distribution

The pie chart shows the gender distribution of 100 survey participants. Just over half (54%) are female, 45% are male, and 1% identified as non-binary or preferred not to say. Overall, the group is fairly balanced, with a slight majority of women and minimal representation outside the traditional gender categories.

4.1.3 Education Level

The following table and pie chart shows the education level of respondents.

Table 3: Respondents based on Education Level

S.N.	Education level	No. of respondents	Percentage (%)
1.	High School	37	37
2.	Undergraduate	40	40
3.	Postgraduate	15	15
4.	Others	8	8
	Total	100	100%

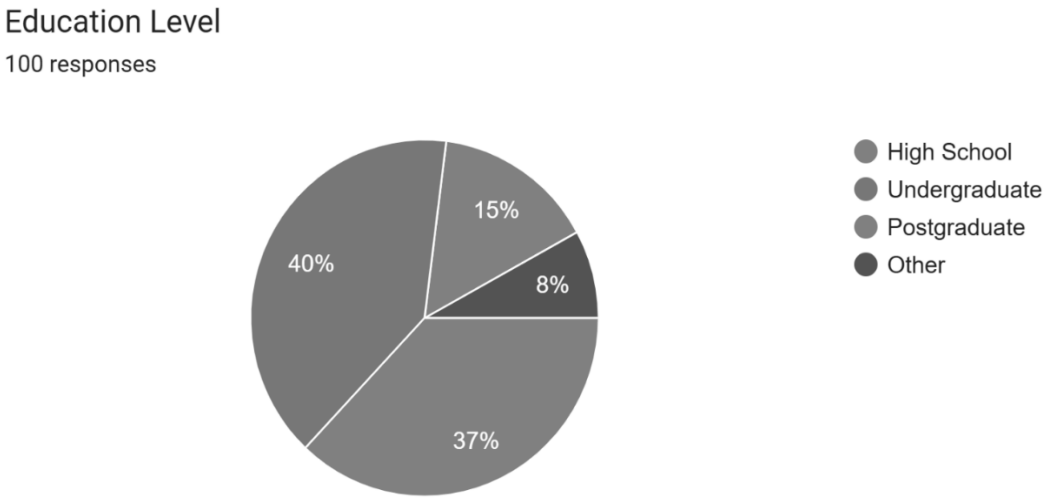

Figure 4: Respondents based on Education Level

This chart shows the education levels of the 100 survey respondents. Most have either completed or are pursuing undergraduate studies (40%), followed by those with a high school education (37%). About 15% have done postgraduate studies, and 8% fall into other categories. Overall, the group mainly consists of people with high school or undergraduate backgrounds.

4.1.4 Occupation

Its shows the occupation of the respondents.

Table 4: Respondent's Occupation

S.N.	Occupation	No. of respondents	Percentage (%)
1.	Students	65	65
2.	Employed	21	21
3.	Self-employed	9	9
4.	Unemployed	5	5
	Total	100	100%

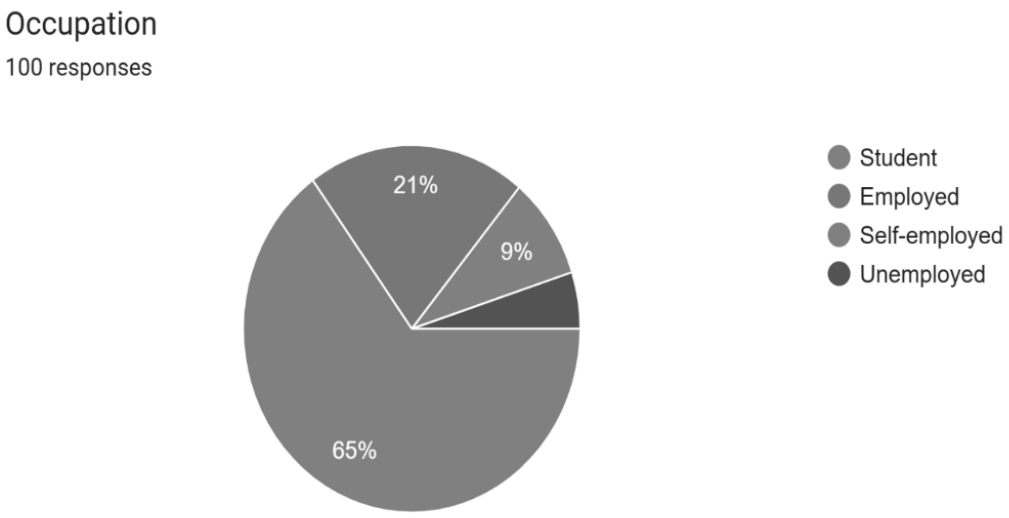

Figure 5: Respondent's Occupation

The chart shows that most respondents (65%) are students, indicating a strong focus on education. Meanwhile, 21% are employed, 9% are self-employed, and 5% are unemployed. This suggests the group is mostly young and still studying, with some already working or building their own careers**.**

4.1.5 Active Status of respondents

It shows the active status of the respondents.

Table 5: Respondent's Active Status

S.N.	Active status	No. of respondents	Percentage (%)
1.	Yes	91	91
2.	No	9	9
	Total	100	100%

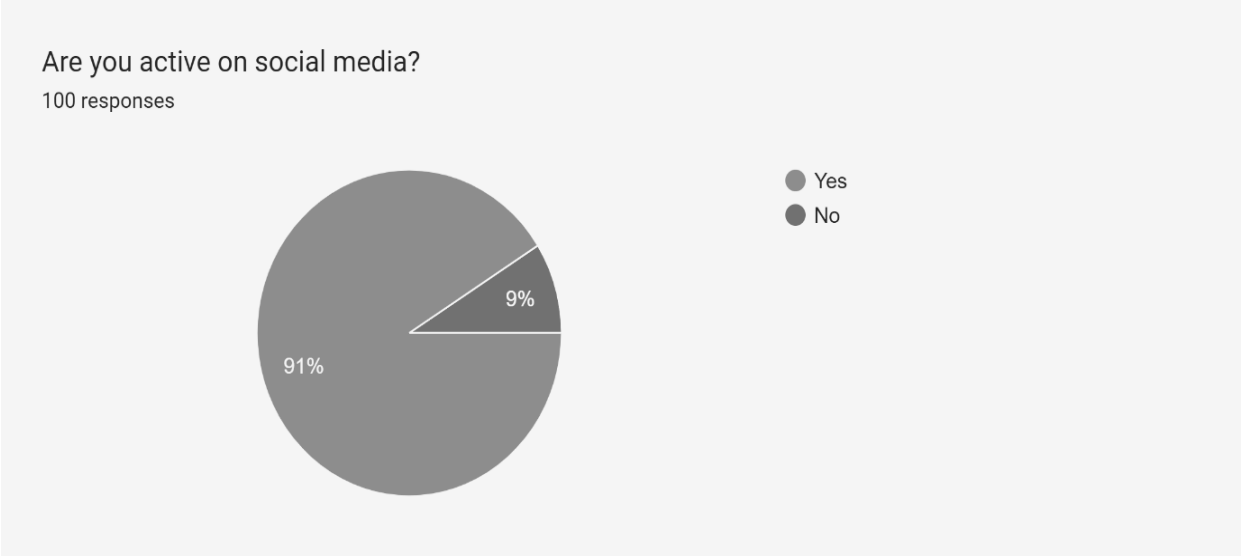

Figure 6: Respondent's Active Status

The pie chart shows that the vast majority of respondents—91%—are active on social media, while only 9% said they are not. This highlights how deeply social media is embedded in most people's daily lives today.

4.1.6 Frequency of seeing ads on social media

The frequency of seeing ads on social media is included to measure how regular exposure influences Gen Z's awareness, interest, and purchase decisions.

Table 6: Frequency of seeing ads on social media

S.N.	Frequency of seeing ads	No. of respondents	Percentage (%)
1.	Always	38	38
2.	Often	33	33
3.	Sometimes	19	19
4.	Rarely	4	4
5.	Never	6	6
	Total	100	100%

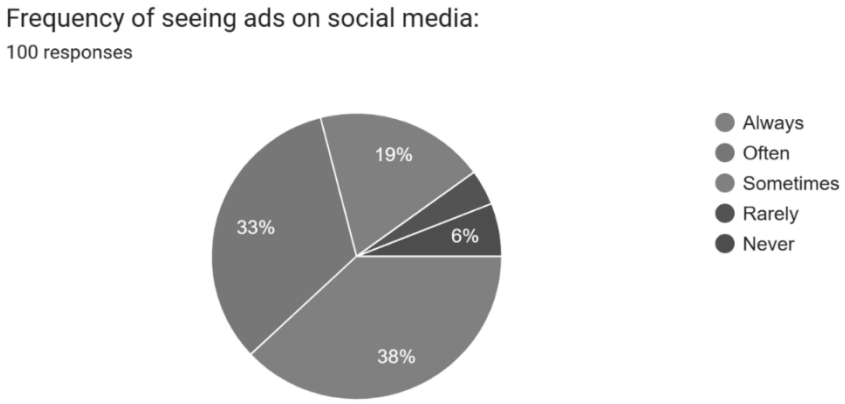

Figure 7: Frequency of seeing ads on social media

The chart shows how often 100 respondents come across ads on social media. A large portion—38%—said they always see ads, while 33% reported seeing them often. About 19% sometimes notice ads in their feed, whereas a smaller group—6% and 4%—rarely or very rarely encounter them, respectively.

4.1.7 Purchase status

Purchase status is included to see if Gen Z actually buys products after seeing them online, showing how effective digital marketing really is.

Table 7: Purchase status

S.N.	Purchase Status	No. of respondents	Percentage (%)
1.	Yes	52	52
2.	No	48	48
	Total	100	100%

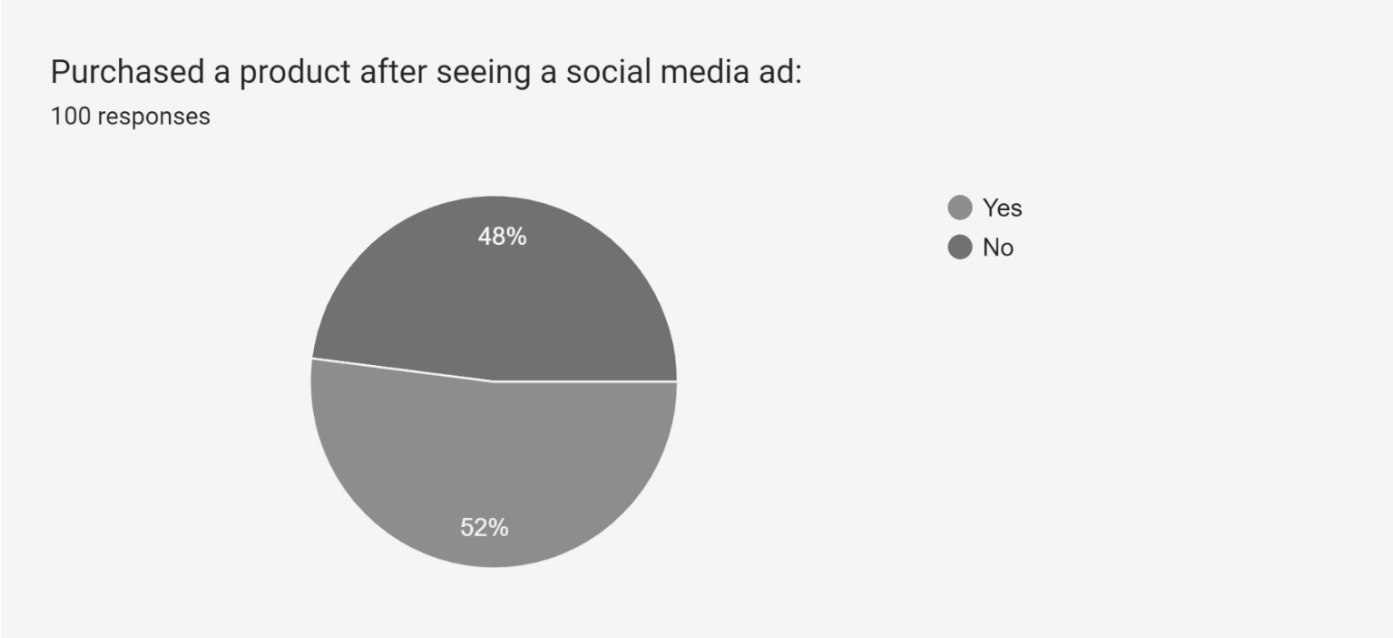

Figure 8: Purchase status

The pie chart shows that just over half of the respondents (52%) i.e. 52 respondents have made a purchase after seeing a product on social media. Meanwhile, the remaining 48% said they haven't bought anything based on a social media ad.

4.1.8 Impact of ads on product curiosity

Impact of ads on product curiosity is included to understand whether seeing ads makes Gen Z more interested in learning about a product, which is often the first step toward a purchase.

Table 8: Impact of ads on product curiosity

S.N.	Ads impacts on product curiosity	No. of respondents	Percentage (%)
1.	Strongly disagree	12	12
2.	Disagree	14	14
3.	Neutral	34	34
4.	Agree	18	18
5.	Strongly Agree	22	22
	Total	100	100%

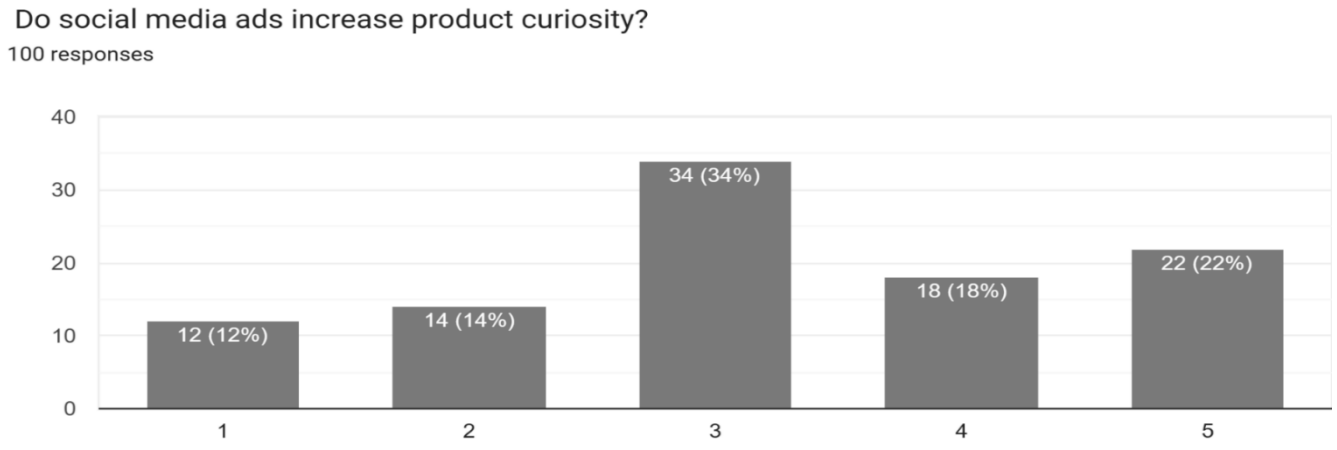

Figure 9: Impact of ads on product curiosity

The graph illustrates that opinions are mixed on whether social media ads boost product curiosity. About 34% of respondents remained neutral, while 22% strongly agreed and 18% agreed that such ads do spark interest. On the flip side, 14% disagreed and 12% strongly disagreed.

4.1.9 Preferred ad format

“Preferred ad format” is asked to find out which kind of ads people like best, so marketers can show ads that feel natural and grab attention better.

Table 9: Preferred ad format

S.N.	Preferred ad format	No. of respondents	Percentage (%)
1.	Video Ads	52	52
2.	Image Ads	19	19
3.	Carousel	9	9
4.	Stories	13	13
5.	others	7	7
	Total	100	100%

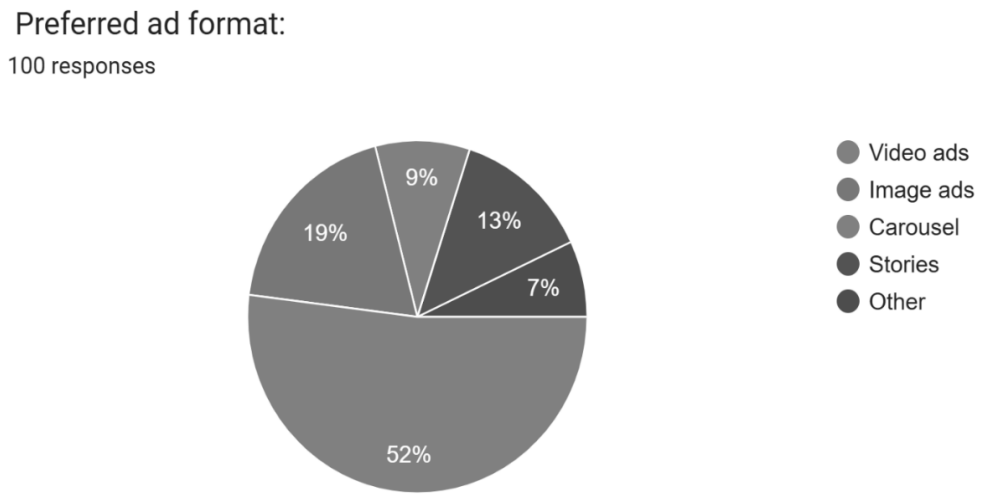

Figure 10: Preferred ad format

The pie chart shows that video ads are the most preferred format, favored by 52% of respondents. Image ads come next with 19%, followed by stories at 13%. Meanwhile, 9% prefer carousel ads, and the remaining 7% chose other types of content.

4.1.10 Following influencers

It shows whether the respondents follow influencers or not.

Table 10: following influencers

S.N.	Influencers followers	No. of respondents	Percentage (%)
1.	Yes	51	51
2.	No	49	49
	Total	100	100%

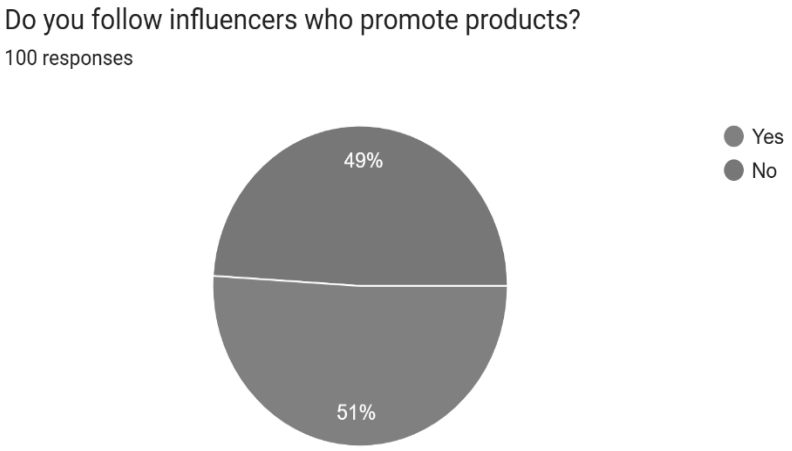

Figure 11: following influencers

The pie chart reveals that just over half of the respondents (51%) i.e. 51 respondents follow influencers who promote products, while the remaining 49% i.e. 49 respondents choose not to follow such influencers.

4.1.11 Trust level for influencer promoted products

It's included to find out how much people trust influencers when they recommend products, which helps brands know if influencer marketing really works**.**

Table 11: Trust level for influencer promoted products

S.N.	Trust level for influencer promoted products (level)	No. of respondents	Percentage (%)
1.	1	15	15
2.	2	15	15
3.	3	43	43
4.	4	14	14
5.	5	13	13
	Total	100	100%

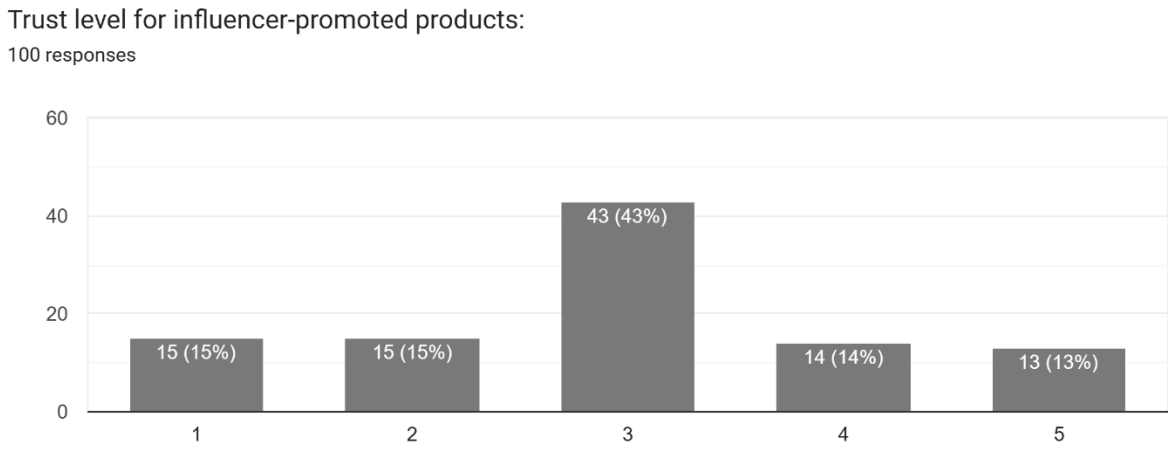

Figure 12: Trust level for influencer promoted products

The graph shows that most respondents (42.2%) rated their trust in influencer-promoted products at level 3. Meanwhile, 16.2% reported a level 2 trust. Both level 1 and level 4 were chosen by 14.1% each, and only 13.1% said they have a high level of trust, rating it at level 5.

4.1.12 Engagement with influencer content

It shows how often do respondents engage with influencer content.

Table 12: Engagement with influencer content

S.N.	Engagement with influencer content	No. of respondents	Percentage (%)
1.	Always	13	13
2.	Often	21	21
3.	Sometimes	41	41
4.	Rarely	15	15
5.	Never	10	10
	Total	100	100%

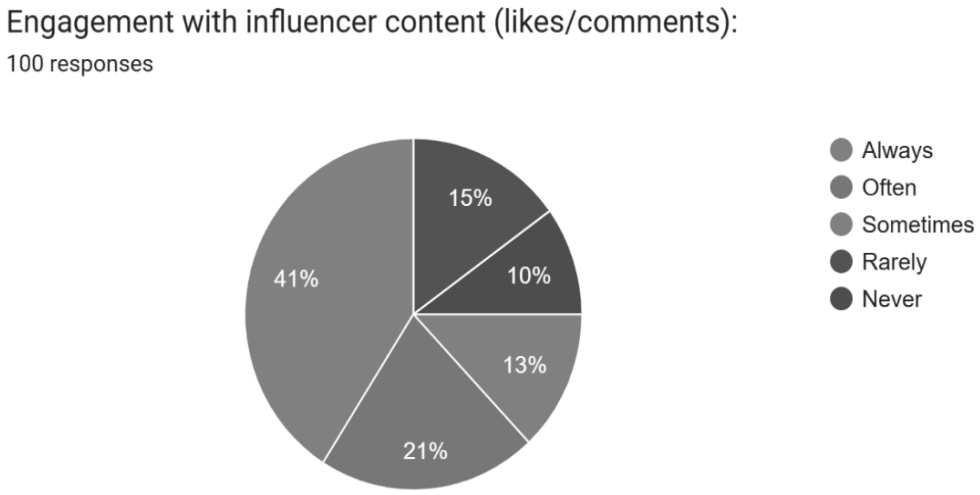

Figure 13: Engagement with influencer content

The pie chart shows that 41% of respondents *sometimes* engage with influencer content by liking or commenting. About 21% said they *often* interact, while 15% *rarely* do. Meanwhile, 13% *always* engage, and 10% *never* interact with such content.

4.1.13 Frequency of purchasing influencer-promoted products:

It's included to see how often people actually buy products recommended by influencers, helping brands understand if influencer marketing leads to real sales.

Table 13: Frequency of purchasing influencer promoted products

S.N.	Frequency of purchasing influencer-promoted products	No. of respondents	Percentage (%)
1.	Frequently	16	16
2.	Sometimes	38	38
3.	Rarely	28	28
4.	Never	18	18
	Total	100	100%

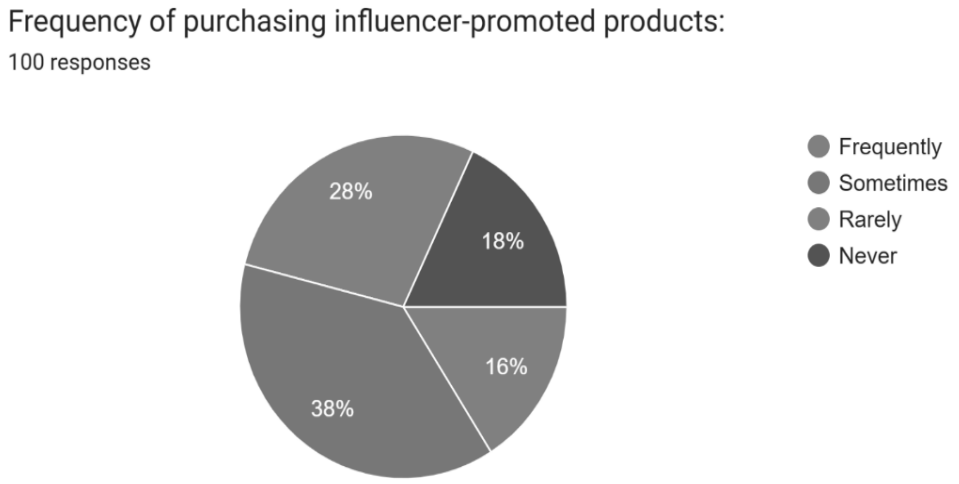

Figure 14: Frequency of purchasing influencer promoted products

The pie chart reveals that 38% of respondents sometimes buy products promoted by influencers. Another 28% said they rarely make such purchases, while 18% reported they never do. Only 16% frequently purchase products recommended by influencers.

4.1.14 Most engaging content type

"Most engaging content type" means the kind of posts (like videos, photos, or stories) that get the most attention and interaction from people.

Table 14: Most engaging content type

S.N.	Most engaging content type	No. of respondents	Percentage (%)
1.	Short form videos	53	53
2.	Static Image	7	7
3.	Memes	29	29
4.	Stories	10	10
5.	Live streams	1	1
	Total	100	100%

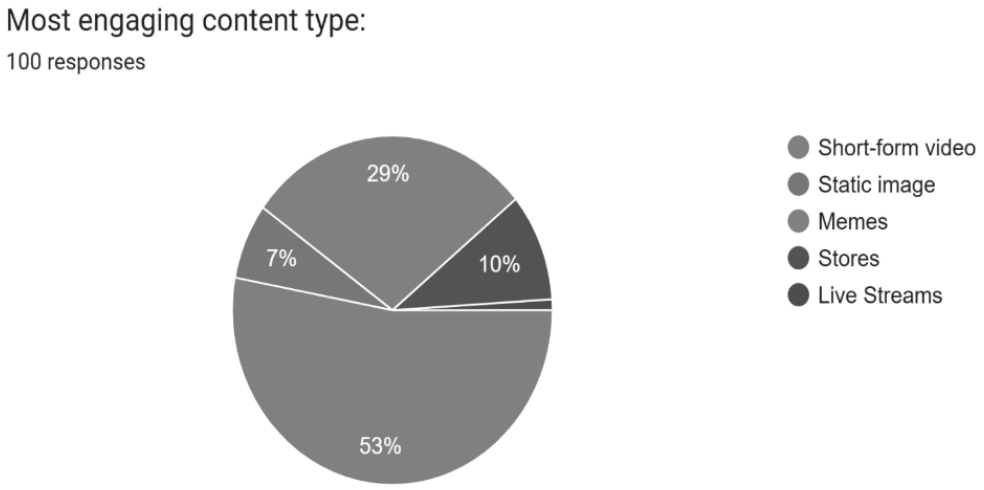

Figure 15: Most engaging content type

The pie chart highlights the most engaging types of content among 100 respondents. Over half (53%) said they engage most with short-form videos. Memes came in second at 29%, followed by stories at 10%. Only 7% preferred static images, and just 1% found live streams the most engaging.

4.1.15 Content that plays a key role in influencing purchasing decisions

This means the type of content that really helps people decide to buy something, showing what kind of posts have the biggest impact on their choices.

Table 15: Content that plays a key role in influencing purchasing decisions

S.N.	Content that influences purchasing decisions	No. of respondents	Percentage (%)
1.	Video	40	40
2.	Text review	13	13
3.	Image	16	16
4.	Combination	22	22
5.	None	9	9
	Total	100	100%

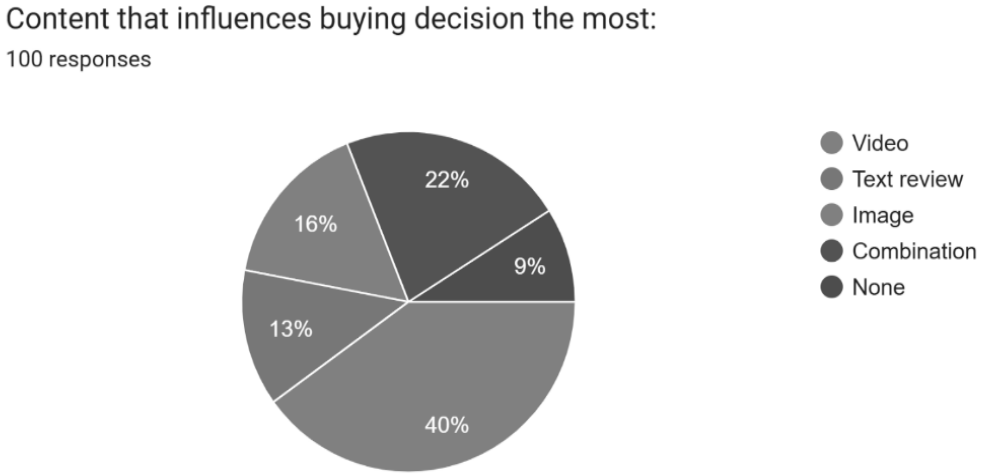

Figure 16: Content that plays a key role in influencing purchasing decisions

The pie chart illustrates the types of content that most influence buying decisions. Videos lead the way, influencing 40% of respondents. Meanwhile, 22% are influenced by a combination of content types, 16% by images, and 13% by text reviews. A small group, 9%, said none of these content types influence their buying choices.

4.1.16 Emotional tone of content that influences you:

It's included to understand which emotions in content catch people's attention and motivate them to take action, like buying a product.

Table 16: Emotional tone of content that influences respondents

S.N.	Emotional tone of content that influences you	No. of respondents	Percentage (%)
1.	Funny	30	30
2.	Informative	38	38
3.	Emotional	18	18
4.	Urgent	6	6
5.	Aesthetic	8	8
	Total	100	100%

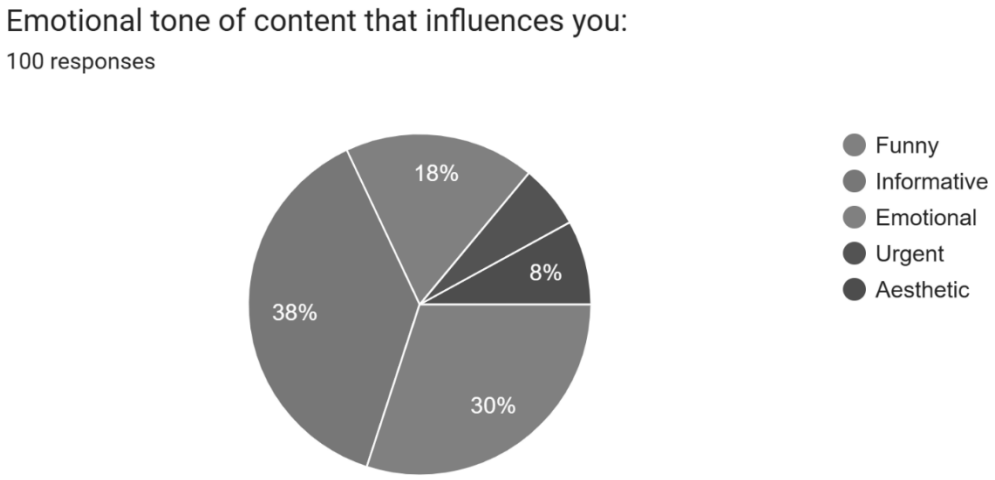

Figure 17: Emotional tone of content that influences respondents

The chart displays the emotional tones of content that influence 100 respondents. Most find informative content most impactful (38%), followed by funny content at 30%. Emotional content influences 18%, while 8% prefer content that is aesthetic and 6% has an urgent tone.

4.1.17 Primary social media platform used:

"Primary social media platform used" is included to find out where people spend most of their time online, so marketers know the best place to reach their audience.

Table 17: Primary social media platform used by respondents

S.N.	Primary social media platform used	No. of respondents	Percentage (%)
1.	Instagram	57	57
2.	TikTok	18	18
3.	YouTube	6	6
4.	Snapchat	5	5
5.	Twitter	2	2
6.	Facebook	12	12
7.	Others	…	…
	Total	100	100%

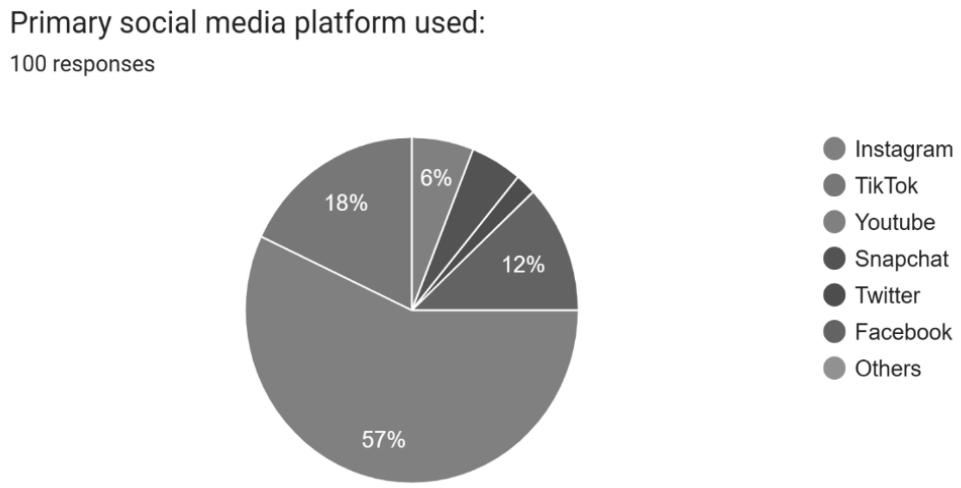

Figure 18: Primary social media platform used by respondents

The pie chart represents that among 100 respondents, 57% use Instagram as their primary social media platform. TikTok comes next with 18%, followed by Facebook at 12%. YouTube is preferred by 6%, Snapchat by 5%, and Twitter by 2%.

4.1.18 Platform most trusted for product discovery:

It's included to find out which platform people trust most when looking for new products, helping brands focus their marketing where trust is highest.

Table 18: Platform most trusted for product discovery

S.N.	Platform most trusted for product discovery	No. of respondents	Percentage (%)
1.	Instagram	51	51
2.	TikTok	19	19
3.	YouTube	13	13
4.	Facebook	10	10
5.	Others	7	7
	Total	100	100%

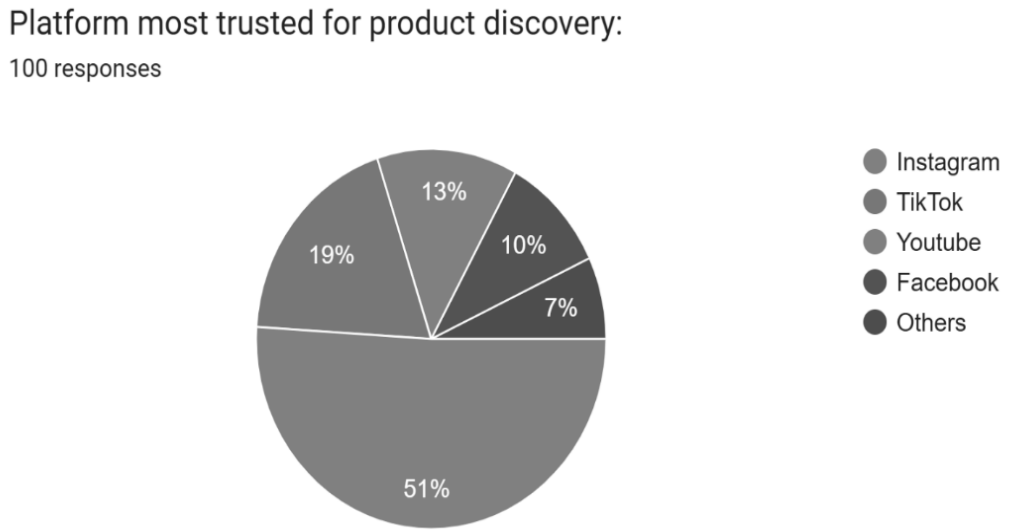

Figure 19: Platform most trusted for product discovery

The pie chart shows that among 100 respondents, the majority—51%—trust Instagram the most for discovering products. TikTok comes next with 19%, followed by YouTube at 13%, Facebook at 10%, and other platforms making up 7%.

4.1.19 Time spent daily on social media

It's included to understand how active people are on social media, which helps measure their exposure to influencer content and potential impact on buying decisions.

Table 19: Time spent daily on social media

S.N.	Time spent daily on social media (hours)	No. of respondents	Percentage (%)
1.	<1	6	6
2.	1-2	18	18
3.	2-3	39	39
4.	3-4	22	22
5.	>4	15	15
	Total	100	100%

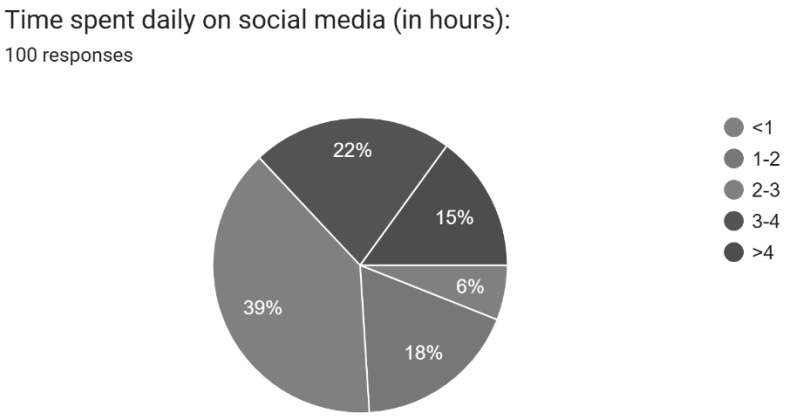

Figure 20: Time spent daily on social media

From the above Table and Pie Chart, majority of the respondents (39%) use 2 to 3 hours. Likewise, 22% use 3 to 4 hours, 18% use 1 to 2 hours, 15% use more than 4 hours and 6% use less than 1 hour. most of the student's usage the social media 1 to 2 hours daily.

4.1.20 Preferred device for browsing social media:

It's included to know which device (like phone, tablet, or laptop) people mostly use, so content can be optimized for the right screen and user experience**.**

Table 20: Time spent daily on social media

S.N.	Preferred device	No. of respondents	Percentage (%)
1.	Mobile	74	74
2.	Tablet	5	5
3.	Laptop	19	19
4.	Desktop	2	2
	Total	100	100%

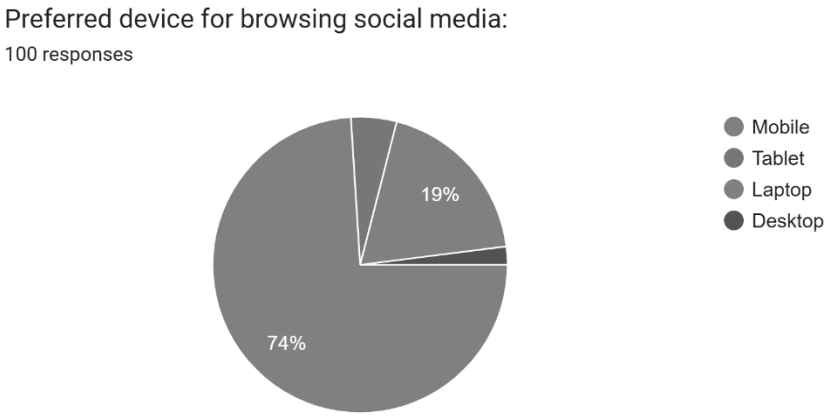

Figure 21: Preferred device for browsing social media

From the above pie chart, it is found that most of the time respondents use mobile (74%), 19% use while only 5% and 2% respondents prefer tablet and desktop.

4.1.21 switch platforms to verify a product

It's included to see if people check other platforms (like YouTube, Google, or reviews) to confirm a product's quality before buying, showing how much they research and trust online content.

Table 21: Switch platforms to verify a product

S.N.	switch platforms to verify a product	No. of respondents	Percentage (%)
1.	Always	27	27
2.	Often	22	22
3.	Sometimes	31	31
4.	Rarely	10	10
5.	Never	10	10
	Total	100	100%

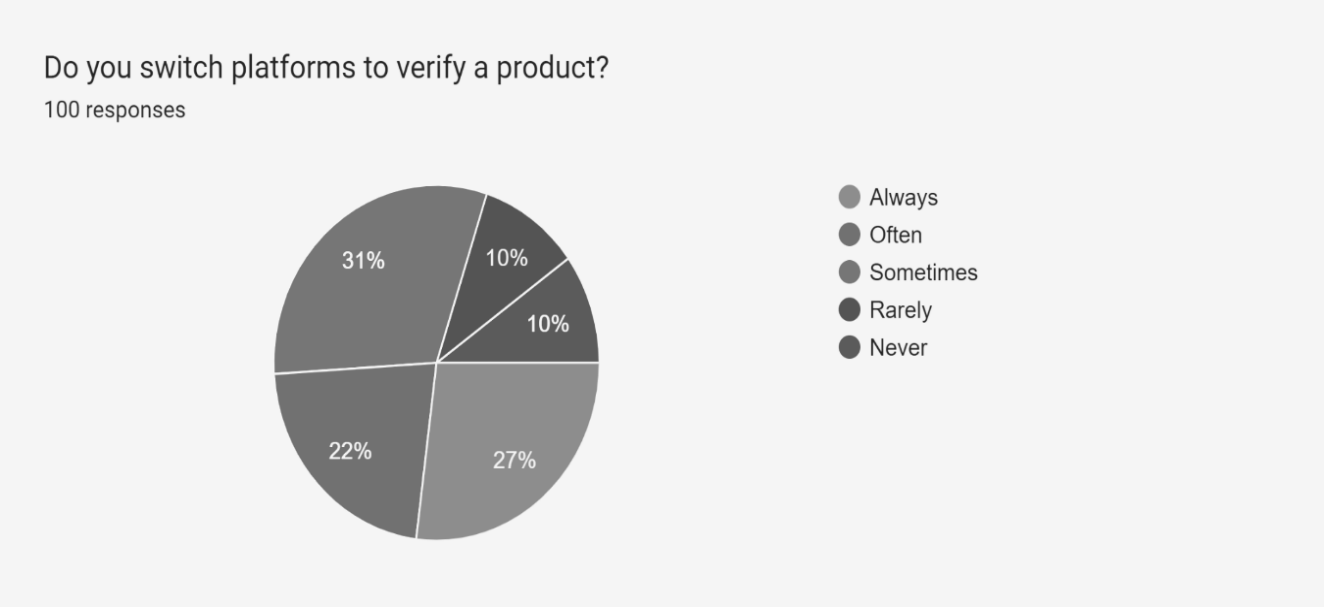

Figure 22: Switch platforms to verify a product

The chart shows how often respondents switch platforms to verify a product. About 27% said they always switch, 22% do so often, and 31% sometimes check other platforms. Meanwhile, 10% rarely switch, and another 10% never do.

4.1.22 Impact of user reviews on their buying decision:

It's included to understand how much user reviews influence people's choices, helping brands see the power of social proof in driving sales

Table 22: Impact of user reviews on their buying decision

S.N.	Impact of user reviews on their buying decision	No. of respondents	Percentage (%)
1.	Very High	25	25
2.	High	24	24
3.	Moderate	35	35
4.	Low	10	10
5.	None	6	6
	Total	100	100%

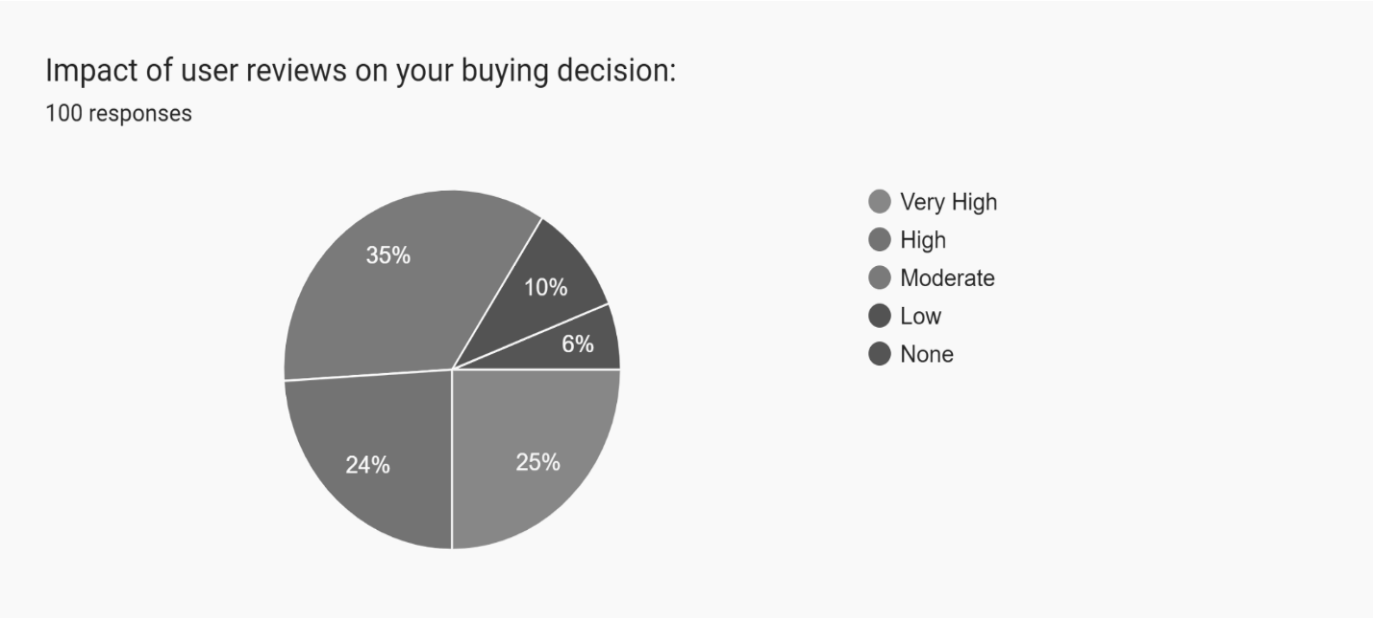

Figure 23: Impact of user reviews on their buying decision

The pie chart shows how user reviews impact buying decisions among 100 respondents. For 35%, the impact is moderate, while 25% say it's very high and 24% consider it high. A smaller portion—10%—feel the impact is low, and 6% say user reviews don't influence their decisions at all.

4.1.23 Shared your own review/content after purchase

It's included to find out how many people share their own experiences after buying, which helps brands understand customer engagement and word-of-mouth impact.

Table 23:shared own review/content after purchase

S.N.	Shared your own review/content after purchase	No. of respondents	Percentage (%)
1.	Yes	53	53
2.	No	47	47
	Total	100	100%

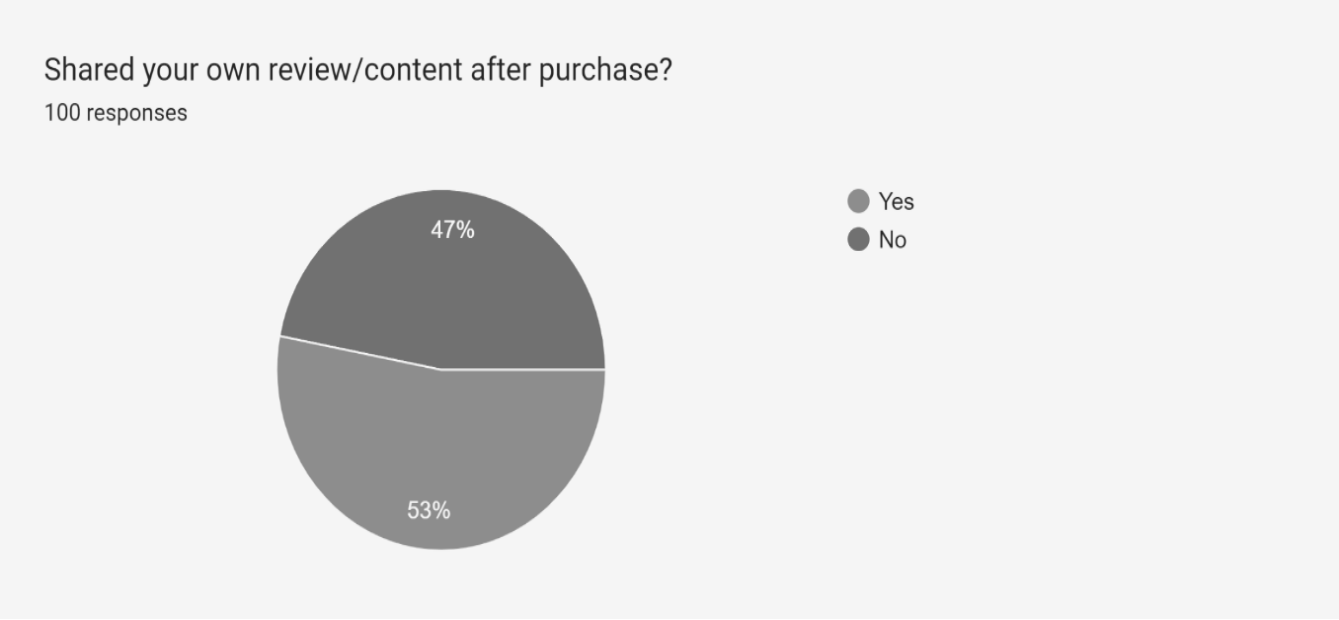

Figure 24:shared own review/content after purchase

The pie chart reveals that just over half of the respondents (53%) shared their own review or content after making a purchase, indicating an active engagement with the product and a willingness to provide feedback. Meanwhile, 47% chose not to share any reviews or content following their purchase.

4.1.24 Participated in brand contests or giveaways

It's included to see how actively people engage with brands, helping measure interest, loyalty, and the effectiveness of promotional campaigns.

Table 24: Participated in brand contests or giveaways

S.N.	Participated in brand contests or giveaways	No. of respondents	Percentage (%)
1.	Yes	40	40
2.	No	60	60
	Total	100	100%

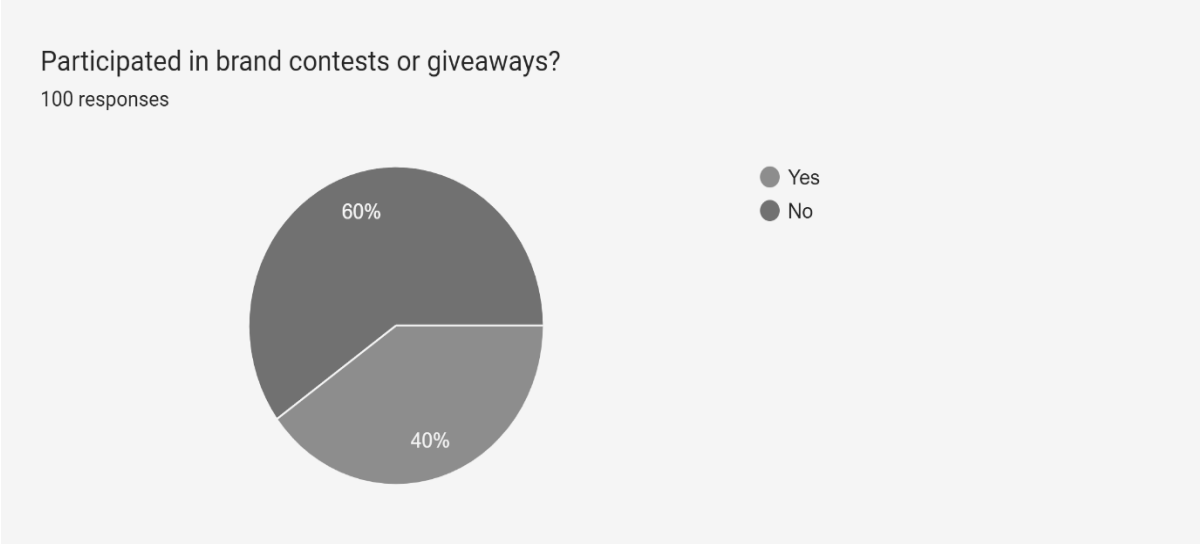

Figure 25: Participated in brand contests or giveaways

The pie chart tells us that most people—about 60%—haven't joined brand contests or giveaways, but a solid 40% have actually taken part in them.

4.1.25 Message brands for product info

It's included to understand how often people directly reach out to brands, showing their level of interest, trust, and need for more personalized information before buying**.**

Table 25: Message brands for product info

S.N.	Message brands for product info	No. of respondents	Percentage (%)
1.	Yes	64	64
2.	No	36	36
	Total	100	100%

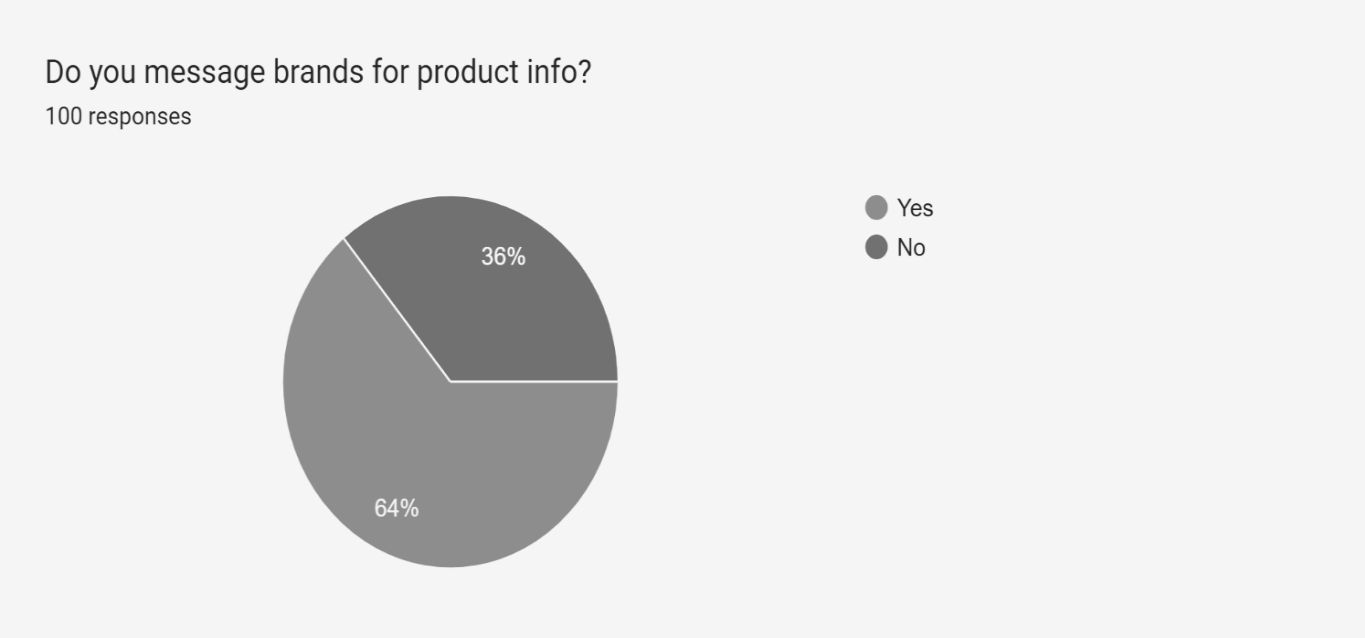

Figure 26: Message brands for product info

The pie chart reveals that among 100 respondents, a majority —64%—have contacted brands directly to get more information about products. On the other hand, 36% haven't felt the need to reach out to brands for product info.

4.1.26 Impact of brand engagement in trust

It's included to find out how interacting with a brand (like liking, commenting, or messaging) builds trust, helping brands know how engagement influences customer confidence**.**

Table 26: Impact of brand engagement in trust

S.N.	Impact of brand engagement in trust (level)	No. of respondents	Percentage (%)
1.	1	10	10
2.	2	16	16
3.	3	34	34
4.	4	19	19
5.	5	21	21
	Total	100	100%

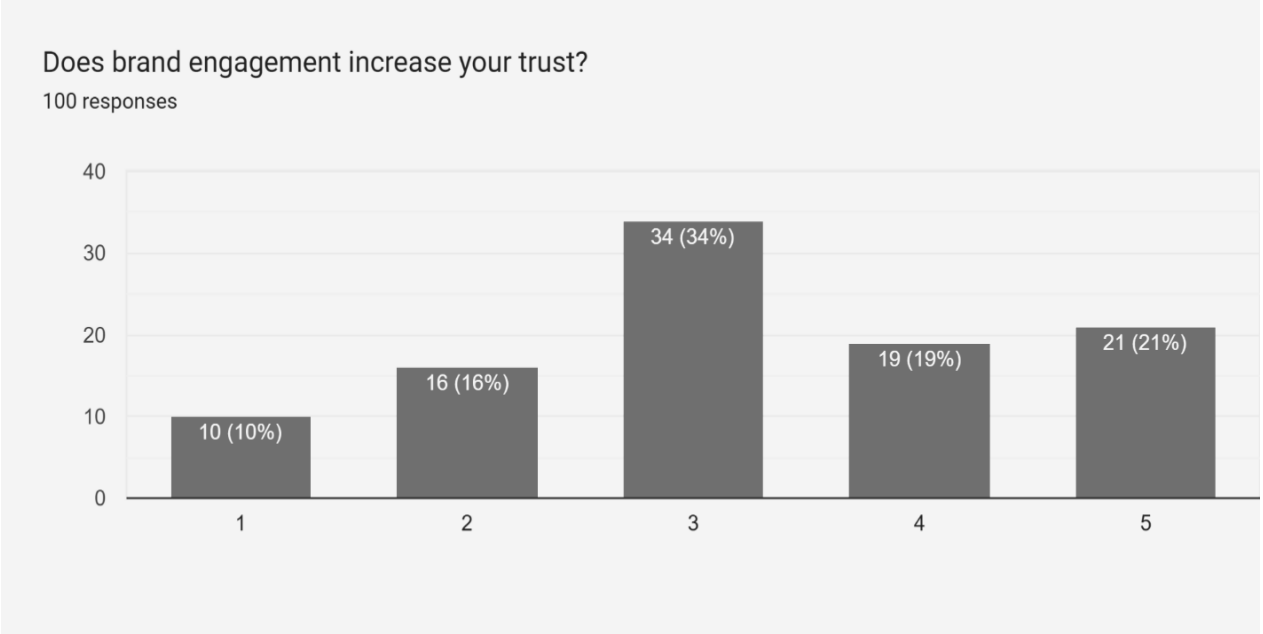

Figure 27: Impact of brand engagement in trust

The graph illustrates how brand engagement influences trust among 100 respondents. Most people (34%) rated their trust at level 3. This is followed by 21% who have the highest trust level (level 5), and 19% at level 4. Meanwhile, 16% rated their trust at level 2, and 10% at the lowest level, 1.

4.2 Major findings

- A majority of respondents are young adults and most of them are between the ages of 16 and 23 years with the highest percentage falling between the ages of 21 and 23 years.
- Gender distribution is quite even with a slight imbalance towards females (54%) in relation to males (45%) and of those outside the traditional categories.
- Most participants are either finished or are still in undergraduate studies (40%) and most of them also have a high school background (37%).
- Majority of the respondents are students (65%) depicting a highly academic with a young individual who also happen to be self-employed or employed.
- In case of social media ads, more than a half of the people (38%) say they always see them, and 33% say they frequently appear.
- A slightly more than half (52%) of the respondents confirmed making a purchase due to seeing an ad about a product in a social media platform.
- Almost one-third feel ambivalent; however, close to 40 percent of the respondents maintain that social media ads do stimulate interest in products.
- The absolute favorite is video ad, which is liked by 52 percent, second comes image ad and stories are ranked third.
- About half of them adhere to the influencers who market products, but their level of trust in the marketing of such products varies with most of them demonstrating a moderate level of believing.
- The interaction with the content of influencers varies as most will occasionally like the messages but others always comment.
- Most would purchase promoted goods by influencers occasionally whereas the number buying regularly is small.
- Short-form videos are the most energizing sort of content by a long shot trailed by memes and stories.
- The most influential one as far as buying decisions is also videos.
- The content in informative and humorous tones carry the highest emotional appeal to audiences.

- The most frequently used and the most popular social media where users discover products are Instagram and, simultaneously, TikTok and Facebook.
- The typical amount of time spent by most individuals on the social media per day would range between 2 to 3 hours mostly through the mobile gadgets.
- Most users actively compare platforms to check the product details before making a purchase.
- Most people are significantly influenced by the reviews of users in making their purchasing choices.
- On more than 50 percent of the survey respondents, people provide their own reviews or any write-up upon buying the products.
- Cartoon Network games are less prominent than brand contest or giveaways, of which only approximately 40 percent of respondents ever participated.
- Brand contact is the most preferred method of attaining product information.
- Brands gain trust as they are engaged yet the level of trust differs significantly within the group.

Chapter-V: SUMMARY AND CONCLUSION

5.1 Summary and Conclusion

This study examined the effect of social media on buying behavior of a sample of predominantly young adults. The results demonstrated that social media advertisement, particularly the video type, has a considerable influence on provoking interest and leading to purchases among numerous individuals. Instagram became the most used as well as shopping channel and TikTok and Facebook again were very popular choices.

On the one hand, more than half of the respondents have purchased a product due to an advertisement on social media, on the other hand, people differ in their trust in the advertisements by influencers by the majority of them have a moderate level of trust. Interactions in terms of consumption of influencer content is not consistent and more related to an occasional basis where short videos and memes in particular have the most appeal.

Reviews by users and first-hand contact to a brand are also major contributors in influencing a buy decision proving that an individual tends to do assignments before committing to a purchase. Somewhat interestingly, the audience is active enough after purchasing with many of the users writing their own reviews on the purchase, which may point to a current dialogue between a consumer and a brand. Social media in our current digitalized world has become an influential mechanism employed in the process of how individuals identify and jot down decisions on products. Videos and influencer materials are the most popular in attracting attention, but the level of trust and involvement are different, which means that honest and transparent marketing is required. Consumers like learning and entertainment content and use peer review and multiple platforms as some a way of ensuring products before purchasing them.

Brands that communicate actively to the audience and deliver the message in a clear manner, as well as being able to relate with the audience, stand a better chance of developing trust, and make purchases. This paper has demonstrated that the effective use of social media marketing

does not rely heavily on continuous selling but rather building lasting relations with users and creating different content that would be reliable and interesting.

SUGGESTIONS

Given that digital marketing has recently gained tremendous presence in the modern world, particularly among the younger generation, I would advise companies and content developers to apply intelligent approaches when targeting the Gen-Z online. Instagram, Tik Tok, and YouTube have entirely transformed the process of product discovery and purchase among young people. With the results of this research, here are several suggestions that I would like to provide about the improved digital marketing:

1. I would suggest such short videos as Reels or TikTok since they are easy to notice and entertaining to view.
2. . The companies need to omit working with unrealistic and unapproachable influencers and instead use authentic and realistic ones they use the product and can relate to their audience.
3. As Gen Z uses such platforms as Instagram and TikTok most of all, the firms should prioritize the use of such sites and channels and attempt to distribute content across all channels instead of everywhere.
4. The materials must be either amusing or educative, this is what will attract the emotional response of the younger audience.
5. I would also advise to stimulate more user-generated content (UGC). When actual customers write their review or post their photos, it creates confidence.
6. All this is supposed to be mobile friendly because the majority of the audience scrolls around the social media on their phones.
7. The brands ought to strive to interact with their followers by responding to comments, DM, and literally having a conversation.
8. It is also a good idea to combine other types of content and not only videos. Memes, carousels, stories, etc. All this contributes to the fact that things do not become predicable.
9. The advertisements and publications must not be impersonal or too similar to random and recurring advertisement.
10. Be open and transparent- in case it is a sponsored post or a paid promotion then it is better to come clean about it.

11. The good idea to make the audience feel more engaged and closer to the brand is to add polls, Q&As, or challenges.
12. And last but not least, do proper product information and call back after purchase. A message of appreciation or feedback formal request is very helpful.

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APPENDIX

Survey Questionnaire

I am BBA student at Nepal Tourism and Hotel Management College affiliated with Pokhara University. This questionnaire is designed to gather information about the **Influence of Digital Marketing on Gen Z's Purchasing Behavior.** The survey aims to gain deeper insights into how digital marketing strategies influence the purchasing behavior of Generation Z (ages 13–28). Your responses are confidential and used solely for academic purposes. Thank you for your cooperation in advance.

Regard,

Babita Shrestha

NTHMC

BBA 6th Sem

Estimated time: 7–10 minutes.

1. Age:

- 18–20

- 21–23

- 24–27

2. Gender:

- Male

- Female

- Non-binary / Prefer not to say

3. Education Level:

- High school

- Undergraduate

- Postgraduate

- Other

4. Occupation:

- Student

- Employed

- Self-employed

- Unemployed

5. Are you active on social media?

- Yes

- No

6. Frequency of seeing ads on social media:

- Always

- Often

- Sometimes

- Rarely

- Never

7. Purchased a product after seeing a social media ad:

- Yes

- No

8. Do social media ads increase product curiosity?

- Strongly Agree

- Agree

- Neutral

- Disagree

- Strongly Disagree

9. Preferred ad format:

- Video ads

- Image ads

- Carousel

- Stories

- Other

10. Do you follow influencers who promote products?

- Yes

- No

11. Trust level for influencer-promoted products:

- Very High

- High

- Moderate

- Low

- Very Low

12. Engagement with influencer content (likes/comments):

- Always

- Often

- Sometimes

- Rarely

- Never

13. Frequency of purchasing influencer-promoted products:

- Frequently

- Sometimes

- Rarely

- Never

14. Most engaging content type:

- Short-form video

- Static image
- Memes
- Stories
- Live Streams

15. Content that influences buying decision the most:

- Video
- Text review
- Image
- Combination
- None

16. Emotional tone of content that influences you:

- Funny
- Informative
- Emotional
- Urgent
- Aesthetic

17. Primary social media platform used:

- Instagram
- TikTok
- YouTube
- Snapchat
- X (Twitter)
- Facebook

18. Platform most trusted for product discovery:

- Instagram
- YouTube
- TikTok

- Other

19. Time spent daily on social media (in hours):

- <1

- 1–2

- 2–3

- 3–4

- >4

20. Preferred device for browsing social media:

- Tablet

- Laptop

- Desktop

21. Do you switch platforms to verify a product?

- Always

- Often

- Sometimes

- Rarely

- Never

22. Impact of user reviews on your buying decision:

- Very High

- High

- Moderate

- Low

- None

23. Shared your own review/content after purchase?

- Yes

- No

24. Participated in brand contests or giveaways?

- Yes

- No

25. Do you message brands for product info?

- Yes

- No

26. Does brand engagement increase your trust?

- Strongly Agree

- Agree

- Neutral

- Disagree

- Strongly Disagree