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Project Submission Sheet

Student Name:	Akshata Sandesh Talankar		
Student ID:	22212621		
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Lecturer:	Ms. Eileen Tan		
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Project Title:	Impact of Social Media Advertisements on Gen Y and Gen Z		
Word Count:	14904		

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AI Acknowledgement Supplement

Thesis/Dissertation

Impact of Social Media Advertisements on Gen Y and Gen Z

Your Name/Student Number	Course	Date
Akshata Talankar 22212621	MSc in Marketing	10/08/2024

This section is a supplement to the main assignment, to be used if AI was used in any capacity in the creation of your assignment; if you have queries about how to do this, please contact your lecturer. For an example of how to fill these sections out, please click here.

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Tool Name	Brief Description	Link to tool
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Grammarly	
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Social Media apps has been popular..*	Social Media apps have been popular...*

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Voorveld, H.A.M., Noort, G. van, Muntinga, D.G. and Bronner, F. (2018). Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type. *Journal of Advertising*, [online] 47(1), pp.38–54. Available at: https://www.mendeley.com/catalogue/8f23c394-5ef8-3440-bc63-d85ec9ce2046/.

In-text citation: (Voorveld et al., 2018)

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1. 1 Research Background

Defined as purchase decisions made without due prior deliberation, impulse buying comprises a key aspect of consumers' behaviour especially in the context of increasingly dynamic and digitalised environments of consumption. Conventionally, impulse buying was much more dependent on the on-case approaches in established stores and merchandising techniques that involved the strategic positioning of commodities and irresistible promotions inside the shop. However, it is pertinent to decipher that with the breaking through of the new media, particularly the social media, the concept of impulse purchase has change[d]. These include Facebook, Instagram, and TikTok; what once started as simple communicatio[n] [networks have evolved to] powerful and rampant marketing tools that Place highly targeted a[ds] [that are weaved seamlessly] into the user's social feed (Kaplan and Haenlein, 2010).

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Through the complex mathematical algorithms, it becomes [possible to process ample] information regarding the customers' activities, likes and relations on the social media leading to efficient advertisement placements. Apart from increasing the relevance and attractiveness of such advertisements, this capability helps increase the likelihood of impulse buying by several folds. Furthermore, new options such as in-app purchases help to quickly transition from a desire to a purchase, actively using the consumer's impulsiveness and the absence of many barriers characteristic of online shopping (Voorveld et al., 2018).
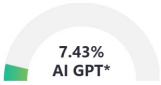
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Chapter 1: Introduction

1. 1 Research Background

Defined as purchase decisions made without due prior deliberation, impulse buying comprises a key aspect of consumers' behaviour especially in the context of increasingly dynamic and digitalised environments of consumption. Conventionally, impulse buying was much more dependent on the on-case approaches in established stores and merchandising techniques that involved the strategic positioning of commodities and irresistible promotions inside the shop. However, it is pertinent to decipher that with the breaking through of the new media, particularly the social media, the concept of impulse purchase has changed. These include Facebook, Instagram, and TikTok; what once started as simple communication networks have evolved to powerful and rampant marketing tools that Place highly targeted ads that are weaved seamlessly into the user's social feed (Kaplan and Haenlein, 2010).

Through the complex mathematical algorithms, it becomes possible to process ample information

Impact of Social Media Advertisments on Gen Y and Gen Z

Akshata Sandesh Talankar

Dissertation submitted as partial fulfilment for the award of Master of Science in Marketing

National College of Ireland

Submitted to the National College of Ireland, August 2024

ABSTRACT

Impact of Social Media Advertisements on Gen Y and Gen Z

The thesis investigates how Generations Y and Z respond to and behave with regard to digital marketing strategies in relation to social media advertising. The research is impelled by the fact that social media is generally influential on consumer behavior and that younger generations, who are active online, have high spending power and are therefore open to a myriad of digital marketing approaches.

It was a quantitative study through which the researchers administered questionnaires to a large sample drawn from Generations Y and Z. The application of this method would further raise the occurrence of robust statistical analysis in testing the influence of social media advertisements on consumer purchasing behavior in terms of impulse buying. Advanced statistical techniques were applied, with regression analysis quantifying these links between exposure to social media ads and purchasing behaviors.

The findings of the study underline that social media advertising tends to highly influence impulse buying behavior in both generations, with only subtle differences between them. Generation Y, being a generation that grew up in the digital age and thus often referred to as the "digital native," proved to be more susceptible than the skeptical and authenticity-seeking Generation Z.

The research has also found that social media platforms are one of the important spaces where the advertisers could actually craft the messages in an influential and focused way with this demographic cohort. The effectiveness of these advertisements is hugely influenced by the consumption habits of the media by consumers, their attitudes towards these ads, and credibility of the influencers that endorse these products.

Finally, the thesis is concluded by recommending some ways a digital marketer can make their strategy more effective for engaging these key demographic groups. Some of the recommendations arising from this research include appeals to Generation Z through authenticity and transparency

in marketing and leveraging the Millennial segment responsiveness with relative ease through tailored and dynamic content strategies.

The study contributes to the emerging field of digital marketing and adds insight into the complex dynamics by which consumers interact with social media advertising. It thus lays the foundation for future research in this area.

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Student Number: 22212621

Degree for which thesis is submitted: MSc in Marketing

Title of Thesis: Impact of Social Media Advertisements on Gen Y and Gen Z

Date: 10/08/2024

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ACKNOWLEDGEMENTS

Firstly, I need to thank my incredible supervisor, Eileen Tan. Without her attention, direction, patience, and the most important, her tremendous support, the entire process of producing this dissertation would have been much more stressful. Eileen's directions and feedbacks on the writing process were fundamental to overcome such an arduous time. Thanks for all!

To all those who kindly agreed to give part of their time to participate in the questionnaire survey and contributed to the proposal of this study, thank you so much.

A massive thank you to all my friends who have been incredibly essential during this whole process, specially Arpita, who is across the sea, all the way in India, for being so empathetic, and mostly for always encouraging me that I would make it through my master's degree and this dissertation, Chinmay, Vedant, Aniket and Vaishnavi, for their support and for being my refuge, mainly when I needed a break, Pushpak, for being such a good friend, for believing in me when I did not, and for all encouragement and help, especially with technical part when I was stumped and finally, my classmates Ayra and Aditya. These amazing people walked in my shoes and shared the same pain. Thank you so much for all the learning, support, and friendship.

My eternal gratitude to all my family, parents, sister, aunties, uncles, cousins, nephew, brother-in-law, who even far away have always been by my side encouraging me, supporting me, and being my rock. Mom and dad, without you I would not even be here. Thank you for believing in me and being my source of strength to pursue my dreams and my own path.

And lastly, my incredible boyfriend, Suyog, who pushed me through with all his love and at time with tough love, when I had almost given up in the middle of the night. Thank you for being my rock through this entire process.

TABLE OF CONTENTS

LIST OF TABLES AND FIGURES

Chapter 1: Introduction

1. 1 Research Background

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Through the complex mathematical algorithms, it becomes possible to process ample information regarding the customers' activities, likes and relations on the social media leading to efficient advertisement placements. Apart from increasing the relevance and attractiveness of such advertisements, this capability helps increase the likelihood of impulse buying by several folds. Furthermore, new options such as in-app purchases help to quickly transition from a desire to a purchase, actively using the consumer's impulsiveness and the absence of many barriers characteristic of online shopping (Voorveld et al., 2018).

1. 2 Gaps in Literature

Much of the existing scholarly works provide rich information about the overall impact of social media on consumers but fail to capture significant differences between responses of different generations especially Gen Y and Gen Z Though both the generations are well conversant with social media, they act and behave differently with contrasting characteristics that shape their perception and response to social media advertisements. Many works give consideration to younger consumers with no differentiation, with small differences which can be crucial in creating and selecting proper advertising appeal being overlooked (Bolton et al., 2013).

1. 3 Research Justification

The rationale for this study resides in the progressing sophistication of the consumer behaviour in the virtual world. Given that social media is now the main venue of marketing, it is important to see, for instance, how generational cohorts such as Gen Y and Gen Z relate to and react to social media advertisements. The marketer will be in a position to make better strategies that will make users engage with the product hence improving the next time use of the marketer's product, thus improving the return on investment. Moreover, information about these relations can also be helpful for legislation to create policies that would help avoid misleading marketing

communications with special concern for vulnerable populations, which include youth (Okazaki and Taylor, 2013).

1. 4 Research Aims of the Study and Related Objectives
This research aims to dissect and understand the impact of social media advertisements on impulse shopping behaviours specifically within Generations Y and Z. The objectives are structured to uncover layered insights: This research aims to dissect and understand the impact of social media advertisements on impulse shopping behaviours specifically within Generations Y and Z. The objectives are structured to uncover layered insights:

In order to empirically lay down the antecedents of impulse buying in Gen Y and Gen Z groups, one needs **to study various psychological, social and technological factors and their difference between the two generational cohorts**.

In order to analyze the effects that Social media advertisements have on Impulse buying among these generational classifications. This includes **evaluating the efficiency of a variety of adverts and the part played by social media promotional strategies with regard to creating impulsive consumers**.

Therefore the objective of this study is **to establish Gen Y and Gen Z's response to targeted social media adverts**. This aims at establishing the differences in receptiveness to advertisement and purchasing patterns caused by generation traits.

In the quest to serve the needs of the target audience, the research sought empirical evidence in order to come up with several strategic recommendations as follows: Guidelines will be provided with an intent of **increasing the marketer's efficiency in their responsibilities as well as promoting ethical marketing strategies.**

1. 5 Scope of Research
This study only focused on the Generations Y and Z, since these two generations are the most exposed and sensitive to social media. This focus is relevant since such groups are significant within the sphere of consumer activity as well as being communicative leaders within the context of digital consumption; thus, within the given approach these groups constitute ideal objects for focusing on the observable manifestations of the subtle impact of digital advertising effects. This is a common reason for excluding certain generations since they also actively use the mentioned media but react to them in fundamentally different ways that require separate research.

1. 6 Structure of Present Study
The study will unfold across several structured chapters: The study will unfold across several structured chapters:

Chapter 2: Literature Review – This shall be a critical evaluation of conventional literature on the antecedent of social media on the behaviour of consumers particularly with regards to compulsive and impulse buying theories, and the consumption of digital media across generations.

Chapter 3: Methodology – Explanation of the different data collection methods and the reason behind the method chosen for this research project. The section will also elaborate on the data collected.

Chapter 4: Data Analysis – Organizing and processing of the collected data with the use of content analysis on the quantitative information.

Chapter 5: Discussion and Implications – Elaborating on the implications of the presented research results and how these findings fit into the most current theories; alternative and future marketing movements and policies.

Chapter 6: Thereafter, we draw conclusions of the overall study and provide specific recommendations to the marketers and policymakers based on factually founded conclusions.

This structure is considered comprehensive in order to achieve a better understanding of the effects of social media advertising on the impulse buying disposition of the Gen Y and Z consumers so as to bring out findings that will significantly affect the business approaches of the different advertisers and the policy formations that regulates the Designated Market Area.

Chapter 2: Literature Review

As is apparent in the contemporary world, there are realignments in the sphere of advertising, most especially with the emergence of social media. With the rapidly changing face of media channels from static print and electronic media to the more dynamic net, marketers implementing strategies to target consumers have had a progressive change. This shift is especially applicable when examining the actions of Generation Y: Millennials born in between 1981 to 96 and Generation Z: born after 1997 who besides using technology in their day-to-day lives are users of social media in their populous numbers (Smith, 2011). To achieve this literature review paper therefore, the study seeks to gather and synergise available literature on the effects of social media adverts on two vital customer demographics.

Social media and advertising is an interesting combination of two elements that create a social context of brand-user that was not possible before the existence of new media. Kaplan and Haenlein (2010) noted that social media is a platform through which people can pass on information while at the same time it is a powerful tool that marketers use to communicate with customers in real-time. This interaction could benefit the drives of advertisement if applicable to the consumption patterns of the target group, especially the young people with different beliefs and customs than the previous generations.

Generations of Y & Z are noted to possess a relatively large purchasing power and consumer patterns that are highly influenced by the social media content. This is because they demonstrate a pull towards real experiences, a wish to participate, and an expectation of relevancy or, in other words, value clarification (Bolton et al., 2013). These are the highly individualized consumer who can be reached through social networking sites with great ease, using sophisticated algorithms that possess unique features to actually reach such consumers, and create very specific advertising messages to them, using research findings that are derived from complex analytical tools (Chaffey, 2019).

The theoretical underpinning of this review relies on several key frameworks that explain consumer interaction with media and advertising: the Uses and Gratifications Theory which attempts to understand media consumption patterns based on how people purposefully seek media stimuli to satisfy certain needs (Katz, Blumler and Gurevitch, 1973); and the Consumer Decision Process Model, which sheds light on the process whereby consumers make their decisions in the digital environment (Blackwell, Miniard and Engel, 2006).

Moreover, this review will address the dual role of social media advertisements in shaping consumer behaviour: First of all, by causing direct buying behaviour in the areas of impulse buying and secondly by shaping the extended perception of brand authenticity and reliability. A study by Turner (2015) reveals that although the former generation is more sensitive to the internet and repute through the internet, the latter generation considers authenticity and the ethical position of the brand more important. These generational differences justify the variation in market strategies that must be implemented by marketers while marketing to the generational groups.

Considering the fact that consumers' use of social media today is becoming increasingly and progressively incorporated into consumers' day-to-day existence, especially the youthful consumer, it is pertinent for marketers to keep evaluating how social media affects the consumer from both a marketing

and psychological angle. Thus, the following literature review will identify the existing knowledge gaps, critically evaluate prior studies, suggest the directions for further research to advance theorizing on digital marketing strategies effectiveness.

2.1 Theoretical Framework

Explaining why different generations are on social media, the Uses and Gratifications Theory (UGT) shall be applied. According to UGT by Katz, Blumler and Gurevitch (1973), it has been postulated that different people seek media to satisfy certain wants and needs. This theory departs with the traditional notion that media is a consumption process; rather, the stress is placed on the receiver's action of selecting and acting on media.

To Generation Y and Z, Facebook, Instagram and TikTok are not merely a communication tool but are a necessity to meet some psychological and sociological needs. In formulating important motivational aspects they associated these with some of the significant characteristics of the categories namely: information search, entertainment, social communication, and individual image promotion by Whiting and Williams (2013). The above motivations can explain the enhanced usage of the social media and impulsive buying among them. Hence, self-actualization and interpersonal communication through platforms of social media are effective means of placing the advertisements that target the gratification derived from the use of media.

Consumer Behaviour Models: Consumer Decision Process Model
The Consumer Decision Process Model provides a roadmap through which the effects of social media on consumers' behaviour can be traced in relation to Impulse Buying. This model outlines the stages consumers go through before, during, and after making a purchase: The stages are; problem recognition, information search, alternative evaluation, the purchase decision, and post-consumption activities (Black, Miniard, & Engel, 2006).

In the case of social media, any of the decision-making stages can be interfered with through a well-placed advert. For instance, problem recognition can be initiated by a catchy advertisement on Instagram of a new product. The information search and evaluation of the alternatives stages are well supported because social media comprises numerous online users' reviews, endorsements of opinion leaders, and brand perspectives. Admirable features that help in the decision-making process include call-to-action prompts such as; in-app purchases and 'buy now' buttons. Last but not least, customers' post-purchase behaviours, such as satisfaction and the degree to which they would recommend the product, can also be affected by the brand's follow-up contact through SNS.

This formality of these stages of the decision process smoothly integrated into a social media that eventually make it interactive further portrays the influence that social media plays on the consumers' decision-making process, more especially to the younger generations of consumers such as the millennials and Generation Z.

Persuasion Theory: Elaboration Likelihood Model
The Elaboration Likelihood Model (ELM) of persuasion, developed by Petty and Cacioppo (1986), explains how social media advertisements can change consumer attitudes and behaviours through

different routes of persuasion: The two pathways whereby information can enter the recipient's minds are known as the central route and the peripheral route. The central route requires effort and proper reflection about the actual value of the disseminated information while the peripheral route is based on the appeal of the ad, which in the context of influencer marketing is the attractiveness of the influencer or the credibility of the opinion he or she is sharing.

Peripheral cues are a primary form of executing ads for Generation Y and Z because the platforms they use for social interactions are characterized by fast and visual nature of information sharing. Promotion tools such as videos, charts, and attractive labels, the use of celebrities, and the use of interesting stories are means of gaining attention and having positive attitudes towards the promoted products. However, when the ad appeals are consistent with the user's interest and an attitude that they hold dear, both the peripherally and centrally relevant thoughts can be aroused leading to more permanent attitude changes and high likelihood of buying the product.

This analysis of ELM provides marketers with specific knowledge about two persuasion processes and it thus enables them to conceive social media ads that will not only gain attention in the short-term but gain higher-order attention within longer term.

Integration of Theories
To understand the effects of social media advertisements on Generation Y and Z, there is a need for integrating these theoretical frameworks; UGT explains why such advertisements are appealing, the CDPM reveals how they affect the purchase decisions, and ELM gives illumination on the persuasive processes at work. Combined, these theories provide coherent and comprehensive frameworks for the investigation of impulsive consumption arising from socially advertised products within these generations' sui generis digitally born worlds, as well as contributing to existing literature and were practical marketing insights.

2.2 Characterisation of Generations Y and Z
2.2.1 Demographic Profile
Two of the major consumer segments in the current market are the Generation Y also known as the Millennial and Generation Z. Generation Y also known as the Millennials are individuals between the ages of 23-40 years, born between 1981-1996. Currently, this generation is characterized by its diversity, education level, and purchasing skills. Dimock (2019) has described the Millennial population as flexible and technologically oriented because they have matured at a time when the evolution of technologies and the economy experienced significant changes.

The last defined generation is Generation Z, also known as Post-Millennials or Generation Y2; they were born from 1997 up to the present, and this generation is in the teenage years to mid-twenties. This generation is the first one that was born completely immersed in the usage of the internet and digital technology. Members of the Gen Z are digitally native, socially aware, and utilitarian in outlook (Dimock, 2019). It presents a large market that will have sustained economic influence since they still are a youthful population that is becoming economically active.

2.2.2 Behavioural Trends

Generation Y and Generation Z's media consumption patterns also depict how much they are into the digital platforms. Facebook, Instagram, and Twitter are some of the frequently used social networks that millennials tend to use a lot of their time. It is evident that they apply these platforms for networking, to gather necessary information, and for a pastime. Their shopping practices include research on the Internet, identification of goods that are cheaper, and learning from previous customers' experiences (Smith, 2011).

While millennials like long-form and research content on social media like Facebook, Twitter, and Pinterest, Gen Z are content with more visually focused and temporary content on platforms like Instagram, Snapchat, and TikTok. Miller and Vincent (2015) pointed out that they are also ambidextrous in managing multiple platforms simultaneously and engage more in video materials than in texts that Anderson and Jiang (2018) found. This generation is unique for its high ability to purchase goods online and its decision here is critically affected by the social media influencers and the peer reviews. Furthermore, they build relationships with the brands that help them to get the engaging brands' attention and be a part of their AR & VR experiences (Francis & Hoefel, 2018).

2.2.3 Psychological Drivers
Generation Y and Z are characterized by different psychological factors that have been influenced by their cultivation values as well as the socioeconomic circumstances which they have grown up in. They are particularistic; that is, they are most concerned with authenticity, convenience, and personal growth. They look for brands that understand them and encompass their personality including lifestyle and even sustainable and corporate social responsibility (Smith, 2011). This generation values transparency, and they are likely to purchase goods or services from firms that are perceived as being wholesome.

It can therefore be argued that the motivations of Generation Z are as a result of their digital exposure, as well as the world political situation today. This generation expects brands to be genuine and forthright even more than the Millennials; they'd prefer brands that're not afraid to speak out on social issues. This generation has equal representation of all people, inclusion, and environmental conservation, and they are very quick to run for brands that support those objectives. They are impatient and expect flawless digital experiences, thus, react positively to effective new-generation digital marketing approaches based on the principles of gamification and other interactive features (Francis & Hoefel, 2018).

Each generation reveals its adherence to brands meeting their values and interacting with the client in some manner. Therefore for millennials this mean brands that shall be suiting their needs by providing convenience, being loyal and offering experiences as well as being ethical. To the members of Generation Z, it all translates into being sincere, being an ally to the society, and embracing the possibilities of the web.

General findings regarding Generations Y and Z demographic, behavioural, and psychological characteristics are useful for the advertisers to target their strategies in social media advertising. Thus, the promotion of the concept of a responsible approach to the selected generations' values and preferences creates the conditions for greater consumer loyalty.

2.3 Evolution of Social Media Marketing
2.3.1 Historical Context

The shift from the conventional means of advertising to the use of technology in selling products and brands is a revolution in the marketing process. Broadcast advertising and in particular, the print, electronic television and radio have remained the most conventional methods of advertising. Yet, the advancement of the internet in the last decade of the twentieth century opened up new prospects for interacting with the target population. The advancement of social media at the beginning of the 2000s became one of the most influential approaches to this by offering highly interactive and highly engaging channels for interacting with consumers. As Kaplan and Haenlein (2010) note, social media are no more just communication tools but rather complex marketing platforms that allow direct engagement of customers.

First, digital advertising was confined to a couple of elements; for instance, web banners and email promotions. Over time, SEM expanded to involve market operations such as search engine marketing, display ads, as well as the incorporation of multimedia. The appearance of social sites in year 2004 with Facebook, in 2005 with YouTube and in 2006 with Twitter forayed the disturbances of interpersonal advertising which include the utilization of UGC and Social Interactions (Voorveld et al., 2018). In the past few years, with the massive use of the internet through mobile devices, social media advertising picked up strongly as it puts brands directly in front of the targets, any time and any place.

2.3.2 Advancements in Technology
Technology has been instrumental in the growth of advertising on the social media platforms. AI, machine learning the use of big data analytics are among the most influential innovations facilitating this change. These technologies help brands to gather vast quantities of information about the consumer behaviour, inclination and interactions. In doing so, there is a clear understanding ad campaigns can be made to be very specific and unique with individual users.

Machine learning capabilities assist in generating the likelihood of consumer activity and the efficiency of ad spaces in real-time. For instance, social networking sites such as Facebook and search engine giant Google apply complex formulas to browse data and market products and services depending on activities, interests and connections (Voorveld et al., 2018). The level of personalization practised at this level improves the messages' applicability and impact on the consumers' decisions, making advertisements much more likely to elicit a response.

Furthermore, technological innovation more especially through the use of the internet has seen the production of new advertisement tools like video ads, interactive ads and the new age augmented reality (AR) experiences. These formats assist in giving brands an appealing method of reaching their customers since consumers get to interact with the adverts hence making it easier for them to remember the adverts and hence making advertising more effective (Voorveld et al., 2018).

2.3.3 Platforms
When it comes to the efficiency and the extent of utilization of different social media platforms, there are differences between the target audiences. Some of the most widely used social media platforms include the following; Instagram, Facebook, Twitter, and Tik Tok all of which have their different features and suitability for advertisers.

Instagram: Instagram is an image-sharing site most preferred by the youth especially the Millennials and Gen Zs due to the attractive images and videos shared on the site and with various brands availing different platforms such as stories, Reels and shopping to make user engagement through images, videos and other formats (Smith, 2011).

Facebook: However, when it comes to the advertising and promotion of products on social media platforms, one cannot disregard the firm stance of Facebook in this area, due perhaps to the wider covering of its networks that extend to almost all age groups. Some of its features include precise targeting of the audience since brands can use detailed user information to reach out to the selected demographic. Facebook's ad formats, carousel ads, video ads, and sponsored posts make the campaign design very flexible (Voorveld et al., 2018).

Twitter: Most popular for the live conversations and trending topics, Twitter is beneficial for those campaigns which are created for the spur-of-the-moment kind of convo. Firms integrate the Twitter social media platform to deal with consumer queries, make brand revelations, and work with key influencers; using hashtags and trends for visibility (Kaplan & Haenlein, 2010).

TikTok: The meteoric rise of TikTok has brought something fresh in the form of short-form video content to Generation Z outreach. The nature of targeting on TikTok is similar to the one seen on Facebook because TikTok's algorithm favours posts that are relevant to the user. Marketing promotions on TikTok generate brand awareness and interactions since the platform has creative and viral impacts on its users (Francis & Hoefel, 2018).

Thus, the stages of development of social media advertising can be concluded that it has passed from the traditional usage of television and billboard advertising to digital platforms due to technology and the ability of different social media. The use of data analysis, AI, and individual targeted advertisements gives social media advertising a place in today's marketing mix.

2.4 Impact on Consumer Behaviour

2.4.1 Cognitive Impact

The idea, information, and even the advertisements that circulate Social media have a serious Cognitive effect on consumers in terms of how aware they are of specific brands. Cognitive consequences are related to processes which allow receiving knowledge and understanding them including such factors as concentration, recall, and decision making. The social media ads are placed with goal of getting the attention of the users with many things competing for their attention. These ads are designed to have an intricate and attractive layout and a captivating heading along with a brief but suggestive line of text that easily reminds the watcher of the brand.

Keller and Swaminathan(2020) further note that brand awareness is the first level in the consumer decision-making process. Other methodologies that can also be employed include repetition as well as placement so as to foster recall with regard to the advertisements placed on social media sites. For instance, the ads placed by Facebook and Instagram adjust according to users' interests and their levels of engagement similar to the effect profiled above, therefore, the probability of users seeing such ads as well as recalling them is high. The application of influencers and UGC also increases cognitive processing

because of social proof, which contributes to increased credibility and, therefore, trust (Keller & Swaminathan, 2020).

2.4.2 Affective Impact

The affective concern of social media advertisements relates to the feelings that the content stirs up. There is empathy where one is able to understand and even feel a similar way as the other person in a specific situation crucial in the process of consumer decision-making. Emotionally appealing advertisements have the possibility to provide the consumer with a bond that he or she feels towards the specific brand and this will lead to brand loyalty and recommendation. This is indeed a significant advantage of the social media as the brand message to consumers could be laden with emotional appeal because of the inherent storytelling abilities of social media, interactive features, and real-time engagement.

Hollebeek et al's (2014) study points out that loyalty is most certainly attributed to emotional engagement. Most of the time, Social media ads with happy, excited or retro feelings profound a brand can improve brand affinity. For instance, brands will employ warm, happy, or serious anecdotes, humour, or motivational themes to appeal to the audience's feelings. Social media is also characterized by interaction with the audience, which makes it possible to receive feedback in real-time, not to mention strengthening the emotional bond (Hollebeek, Glynn, & Brodie, 2014).

2.4.3 Behavioural Impact

The outcome that is used to analyze the behavioural effect of the social media advertisements is the actual actions carried out by the consumers after watching the advertisement placements. Such actions may involve; liking the advert, sharing the advert and commenting on it, to clicking on the advert to make a purchase or visiting the brand's website. More so, the behavioural response has been seen as a clear pointer of the extent to which the ad has impacted on the consumer and provoked him or her into action.

The steps which come after the awareness and interest stages of CCPM are the evaluation stage, purchase stage, and post-purchase behaviour stage (Kotler & Keller, 2016). These stages are influenced by advertisements placed on the social media platforms as they offer gains in knowledge, build up desire and contain easy-to-access call-to-action buttons. That is, for instance, shoppable posts of Instagram and Facebook, where one can buy products without leaving the advertisement. Even the ability to share content brings even more publicity to the ad, because consumers trust their friends' references (Kotler & Keller, 2016).

Furthermore, the engagement metrics including, click through rates, conversion rates and customer feedback give an insight of the consumers. It helps brands to fine-tune the ad strategies, customize content, and enhance the general campaign results. This means that social media enables the real-time interaction with consumers, thereby enabling firms to act very tactfully in their marketing efforts because they can easily identify the feedback they get and adapt promptly (De Vries, Gensler, & Leeflang, 2012).

2.5 Media Consumption Patterns

2.5.1 Frequency of Use

Both Generations Y and Z have been recognized for their broad usage of social media with both generations interweaving their social media usage into their everyday lives. Research shows that these generations are active users of the social media platforms for several hours. For instance, a recent Pew Research Center (2019) note that 90% of the Gen Z uses multiple times social media each day, and 84% of the Millennials (Gen Y) too. This constant connectivity is due to the availability of the mobile devices that allow users to log into the social media frequently.

Such a continuous interaction is none other but fruitful for marketers. Thus, the high frequency of use offers brands the opportunity to appeal to the target audience several times a day and increase the level of ad likeability. As the youth especially those in the specified age groups prefer Instagram, Snapchat and TikTok, their features like stories and reels compel the users to engage with content daily and consume fresh content (Pewinterning Internet Research Center, 2019).

2.5.2 Preferences

Generation Y and Z have a preference for specific content and various significant differences. The youth, particularly the Gen Z, the age group of the people born and raised in the new century, is also inclined to have more eye-content and interactive products. TikTok and Instagram are the ones that stand out more because they focus on short videos, stories, and graphics most of the Gen Z content. Due to the operation of the algorithmic feed, TikTok presents fresh and interesting content; therefore, it has become popular among Generation Z.

Whereas, the millennials are comfortable with a wider variety of content formats such as the articles and blogs, podcasts, and others. Different types of content such as articles, videos and statuses are shared on such platforms as Facebook and Twitter, in contrast to the traditional media type which is mostly the written newspaper articles. However, Instagram is still used by Millennials and more so for sharing lifestyles and desired perceptions and experiences (Smith, 2019).

Knowledge of such segmentation is important, especially to marketing strategists tackling social media operations. Adapting it to each generation can help the organizations improve on the engagement of the advertisements on social media and improve their outcome. For instance, using the viral nature of platforms like TikTok, especially in influencer marketing and UGC seems especially useful when targeting Gen Z (Smith, 2019).

2.5.3 Engagement

The kind of engagement and frequency of engagement also differ between Generations Y and Z ERA; engagement includes actions such as likes, shares comments, views, and clicks on advertisements. Thus, Generation Z, which actively responds to the content, is likely to engage with polls, challenges, and quizzes. This generation tends to be loyal to real and close-to-life content and they are likely to be more influenced by the user-generated content and endorsements by the influencers rather than the formal advertisements of the brands (Djafarova & Rushworth, 2017).

Closing the list of favourite types of social media posts for millennials, while also mentioning that they like interactive content, it is necessary to note that this audience is interested in getting value from the content, and the most valuable content for this audience is posts with educational messages, instructions on how to do something, and reviews. In terms of consumer communication, they tend to be active in conducting their research, looking at the information about the goods and services they are interested in, and reading the reviews, which makes them sensitive to the detailed product information and the testimonial advertisements. It was also established that compared to other generations, Millennials are more involved with brands on social media, especially in brand communities and loyalty programs because they are relationally-oriented (Hollebeek et al., 2014).

It is therefore seen that they require a special approach in the social media advertising strategies used. The use of technology also makes it possible to create interactive content in a bid to enhance engagement, especially for the target group; Generation Z. The study reveals that for Millennials, creating value through reference information and content which reflects their community, would improve engagement and thus brand loyalty. This is where the effective administration of features of Instagram and Facebook, for example frequently used Instagram Story and Facebook Groups respectively, can enhance the impact of social media advertisements on these generations (Hollebeek, Glynn, & Brodie, 2014).

2.6 Advertising Effectiveness and Strategies
2.6.1 Content Strategies
An effective content strategy is pivotal when it comes to targeting Generations Y And Z since both groups of consumers behave in completely different ways when it comes to consuming social media content. It is for this reason that aspects of relatability and authenticity are quite important in defining the interaction of Generation Z with content. They have a preference for the news and programs that depict current issues and situations close to their hearts and skills. User generated content (UGC) is highly suitable because it fosters community identity and trust (Djafarova & Rushworth, 2017). Nike and Apple have used UGC effectively where customers are encouraged to share their experiences with the brands own products hence a more realistic image of the brand.

On the other hand, a generational cohort called Millennials (Generation Y) is keen on content that is informed, educative, how-to do it and specific information. This generation is dispositioned towards content that helps solve problems or as we would put it, enable concrete decisions. Therefore, brands that offer valuable and timely information stand a better chance of penetrating the Millennial consumers' hearts. For instance, Sephora and Glossier engage the Millennial customers by providing specific guides and recommendations of their cosmetics and beauty products (Smith, 2019).

2.6.2 Influencer Marketing
Influencer marketing has emerged to be a popular strategy in social media marketing especially for generations Y & Z. A key reason is that a popular influencer can sway the buying tendency of his/her followers. When making their purchases, Generation Z's prefer influencers that seem legitimate and genuine; especially mini-influences who are relatable and similar to them in ideology (Hughes, Swaminathan & Brooks, 2019). they are considered to be more natural and reliable than celebrities as well as the other large influencers known as macro influencers.

The same can be said for millennials who follow experts and other personalities in various fields, whose recommendations they trust since these are promoted on social media. They adhere to rationality, which tells that the recommendation from trustworthy sources such as specialists may be compelling (Boerman et al., 2017). Successful examples of using influencer marketing that include GoPro, Patagonia, focusing on adventure athletes and ecological activists.

2.6.3 Visual and Multimedia Elements

A major key to social media advertising is the utilization of graphics and multimedia content to effectively appeal to Generations Y and Z. Adding videos, GIFs, and other objects as well as working with polls, quizzes, and other engaging formats can contribute to the advertisement's performance. The findings from the literature reviews show that video is deemed more influential than other types of content with people uploading higher engagement rates than other formats such as still pictures.

Generation Z can be reached efficiently through Short- from videos on TikTok and Instagram Reels. Such platforms are suitable for creative and high-tempo content, which will be interesting to viewers and can immediately attract their attention and a response. Companies such as the Dunkin' and Chipotle have managed to effectively apply these formats to reach younger persons through entertaining material.

Thus, while self-made shorter videos on platforms like Vine initially dominated this method of reaching the target audience, millennials now effectively react to a combination of such long videos on YouTube and professional photographs on Instagram. Consumers love a good narrative and value products that offer more information about the brand or the product. Other types that can increase interaction include polls and questions that are present in Instagram Stories (Ashley & Tuten, 2015).

2.7 Ethical Considerations and Customer Resistance
2.7.1 Privacy Concerns

Protection of data has become one of the most pressing ethical issues of concern in the social media advertising. Many organizations' operational strategies focus on personalization since accessing more elaborated data analytics lets them know more about the users, their activities, and their demographic characteristics. It is widely applied to address the target consumers more specifically by customizing the advertisements, thus increasing their significance. However, this has caused serious distortion of people's privacy rights. Alfred (2014) and Tucker (2014) for instance noted that consumers are not fully aware of the amount of data being gathered from them, and how this data is used, and this leads to violation and possible distrust of the organisation.

Some research shows that there is a strong correlation between privacy issues and consumers' perception toward social media advertising. For instance, the Cambridge Analytica case exposed the proper utilization of personal information that resulted in negative reactions towards Facebook and other relevant social media sites (Isaak & Hanna, 2018). Consequently, Generation Z, especially, has grown more careful and thus uses ad blockers and changes settings to minimize tracking data. This is why it becomes extremely important for firms to employ best practices concerning the data they collect from their consumers and ensure that they constantly communicate these to their consumers clearly.

2.7.2 Ad Fatigue

Ad fatigue is whereby the target consumers are over-exposed to advertisements thus resulting in their reduced impact on the target consumers. When it comes to social media, consumers are faced with apps filled with tens of thousands of ads, ad fatigue is a common phenomenon. The Generations Y and Z often utilize social networks and belong to the population with the highest level of ad fatigue (Kim & Lee, 2017).

Altogether, as the fear of ad fatigue becomes ever-present in the mind of the marketer, it becomes paramount that marketing starts innovating on a constant basis. This relates to the development of more creative and interlinked content pieces that grab attention but do not annoy the users. However, content customization should not be overdone, but rather used at the right intervals so as not to trigger the audience's 'fatigue' button. Research indicates that the use of content created by other users and the creation of engagements could be useful in reducing the effects of ad fatigue since advertisements are not forced on users instead they feel more natural (Campbell & Marks, 2015).

2.7.3 Trust and Skepticism

Reliance on the social media advertisements is highly dependent on the level of trust. Honestly and manipulation affects the trust consumers have in advertisements and this negatively impacts them. Marketing message credibility is notably low among the two generations more so generation Y and z since they are more wary of the conventional marketing techniques such as advertising and are able to detect mechanical messages with relative ease (Freberg et al., 2011).

This skepticism underlines the necessity of brands to work on constructing a healthy relationship with the audience. The principle ways of achieving credibility are transparency and sincerity. The use of ethical methods of advertising including a clear and straightforward way of advertising sponsored content and avoiding the use of misleading information to sell products will work to the advantage of the brands as consumers are more likely to develop trust in the brand that uses such methods of advertising. That is why influencer marketing, which is based on the concept of realistic perception of authenticity, can be effective, but only when the performers themselves are perceived as credible and similar to typical consumers (Hughes et al., 2019).

Moreover, ad-blocking technology is also considered as a signal of consumer resistance against intrusive advertising techniques. The study also found that due to young people's demand for relevant content, blocking of advertisements has become common among Generation Y & Z and as a result, blocking of advertisements has become part of the trend of non-compliance to traditional methods of advertisement (Marvin, 2016). To address this, it is incumbent upon marketers to engage in ethical activities and innovative approaches that enhance and are in harmony with the consumers' wishes.

2.8 Methodological Approaches

2.8.1 Review of Studies

There are several research strategies which have been focused in identifying the influence of social media adverts on consumers and some of them consist of surveys, experiments, and case studies. Questionnaires are one of the most common research methods for gathering quantitative data on the given aspects of social media advertisements. For instance, Duffett (2017) utilized surveys to establish how the use of social media advertisements in marketing among generations Y and Z was more effective compared to the

previous generations. Surveying is useful due to the fact that it's a type of field research that is suitable for large and diverse samples and allows to obtain statistically credible information.

The second type of research is Experiments, which help the researcher relate independent variables and dependent variables causally by changing the values of one or more independent variables and recording the result on the dependent variables. In laboratory-like settings, Voorveld et al. (2018) analysed how the two-way advertisements/shared media affect users' engagement and perceptions. This method is most effective when one wants to know the effects of specific features of the advertisement or certain strategies on the consumers.

One advantage of using case studies is that there is a more detailed examination of certain examples advertising campaigns through the social media. Some of these studies tend to concentrate on one or a few cases so as to offer structural information. Gentina and Rowe (2020) followed the case study approach aiming at investigating the behavioural and psychological effects of social media advertisements with a special focus on the factors of authenticity and social proof especially for the Generation Y and Z.

2.8.2 Comparative Analysis

The use of cross-sectional research comparisons becomes essential when one wants to compare the impact of social media advertising among various generations. The conduct of such studies is often followed by cross-sectional works whose findings depict the preparedness of Generations Y & Z compared to older generations, for example; Baby Boomers & Generation X in media consumption and their acceptability of digital marketing, as highlighted by Bolton et al. (2013). According to their findings, young people of the Generation Y and particularly Generation Z are more likely to participate in content with engaging interfaces and the sight appeal more than the elders from the previous generations for whom informative advertising might be pertinent.

Similarly, Gentina and Rowe (2020) have evaluated behavioural motives for social media ad interactions to categorize and cross-generational investigation where it was identified that the Gen Z consumers are more concerned about the advertisement's realism and business sustainability. It is necessary to add that such cross-study serves as a reliable foundation for further development of staking advertising strategies, which would be focused on the peculiarities of the given generation.

2.9 Synthesis of Findings
2.9.1 Key Insights

Several works highlight noticeable points considering the influence of the social media advertisements to the Gen Y and Gen Z, firstly, both generations are constantly using social media platforms and spend much time on Instagram, TikTok, and Snapchat (Duffet, 2017). Hence, the social media can be considered as effective to reach these groups of consumers.

Secondly, social media advertisement belongs to the feelings type and interactive area; therefore, these generations are influenced in terms of perception and interaction. According to Voorveld et al., (2018), what the young consumer responds well to are the interactive ads which are commonly associated with features like the mechanism for a poll/quiz or augmented reality. In particular, it is necessary to dwell upon the importance of the ways of addressing the social referencing, including the appeal to trust and

honesty, as well as the appeal to the feelings of empathy and the call to compassionate action (Gentina & Rowe, 2020).

Thirdly, it is possible to note the existence and dynamic growth of the use of the approved concept - influencers. It could be concluded that although the attitudes of influencers were considered more trustworthy and genuine than those of celebrities, it could be confirmed that these former most significantly affect the generational Y and Z purchase decisions (de Veirman et al., 2017). This trust is necessary especially if brands want to use influencer marketing for their gains.

Last but not least, while social media advertising is highly interactive there is the rising issue of ad fatigue and infringement on people's privacy. The new generation of consumers: seems to be even more sensitive towards the number of ads and perceived invasion of getting information on them (Bolton et al., 2013). These worries imply that advertising must be acceptable and bereft of malpractice on SMMes.

2.9.2 Implications for Marketers
The recommendations derived from these studies present a number of practically utilizable strategic directions for digital marketers that focus on Generations Y and Z. Elements such as polls, augmented reality experiences, as well as videos can make a massive difference in terms of engaging and effective (Voorveld et al., 2018).

Secondly, more focus on originality should be observed in advertising through social media. Such as ads that portray the authenticity of the brand and the company's sensitivity to societal issues that affect the youth and the world at large. Brands should rely on constructing simple and moral messages that relate to the social issues that these cohorts are concerned with (Gentina & Rowe, 2020).

Thirdly, the use of influencers has to be smart, meaning that one must know how to use them and when. This creates opportunities for marketers to associate themselves with such individuals, especially those with a strong bond with their fans as this boosts their reliability. However, the right selection of influencers is crucial in order to avoid misleading impact and incorporate their values into the brand's values as much as possible, according to the de Veirman et al. (2017).

Finally, the issue of ad fatigue and concern of privacy have to be looked into. In using the ads, marketers should avoid overstressing on the number of ads and ensure that they appropriately collect data. When users have control over their data and ads, using and sharing the data is less problematic and builds trust in the long term (Bolton et al., 2013).

2.10 Research Gaps
2.10.1 Understudied Areas
The literature review shows that social media advertising alongside Generations Y & Z has been studied in great detail, however, there are a few gaps. One major gap is the impact of social media advertising and promotion over time with regard to consumers' responses. Although most studies describe the general effects at a given moment and contrast them to those of previous generations, they do not explore how these effects change as these generations mature, and how the effects of increasing generations and the emergence of new social nets and advertising trends affect them. Other types of empirical research that

might be useful for the analysis of the topic are longitudinal studies, as they would help to determine the extended effects of social media advertisement, as well as observe shifts in these effects over time. Also while the research often talks about both generations, there have been few studies done on comparison with both generations.

One more unexplored research direction concerns the comparative analysis of cross-country characteristics of Generations Y and Z in terms of the use of social media advertising. The majority of studies primarily explore cultural differences in Western societies with special reference to the United States and European countries, thus hampering the global comparison of the success rates of social media advertising and reception. Research efforts that included the views or data from other cultures would provide a more holistic evaluation of international advertising approaches and consumers' reactions.

Further, the effect of social media advertising on the psychology and emotional state of customers especially concerning mental health is not well described. , some of these studies show that social media has the impact of increasing materialism, and its relative negative consequences (Gentina & Rowe, 2020), but there is a more deficient examination of how such constant exposure to subtitled ads influences young consumers' mental health. There is a more extensive study needed; however, in part due to growing awareness of the adverse effects of social networking sites on the psychological well-being of the users.

2.10.2 Future Research Directions
Based on these limitations, further research should consider a number of avenues: Cohort research may follow the shifts in the efficacy and appreciation of the social media advertisements as time goes by. These studies would prove useful in establishing how the social media advertising affects consumers' preferences, brand loyalty, and their general buying behaviour, over the long term.

Another important direction for the further study is the cross-cultural investigation. This study could take comparative analyses looking at the impact of the social media advertising on Generations Y and Z across different cultural settings to reveal more of the cultural differences and preferences. Thus, it would assist global brands in being more precise in how they market their products to varying regions of the globe.

With regard to the psychological effects, the future studies should be directed to the effect of social media advertising on mental health. Research could look into whether the effects such as anxiety, depression, or other mental health concerns are potentially brought about by targeted marketing and if there are mechanisms such as social support and self-esteem that lessen the impact. It is hoped that this would mean that the potential effects of a particular social media advert could be analyzed comprehensively.

However, new topics include ethical issues and concerns of social media advertising in addition to consumer rejection of the same. An analysis of how privacy concerns and ad fatigue influence consumers' trust and interaction can provide insight into better ethically responsible, and sustainable advertising. For example, there could be research that looks into how transparency and consent strategies reduce the instances of negative attitudes and increase consumer trust (Bolton et al., 2013).

In sum, filling these gaps of research would reveal a better understanding of the shift and changes in consumer behaviour in the context of the digital environment and assist marketers to create appropriate and ethical advertisements for the young generation, specifically Generations Y and Z.

2.11 Conclusion

This literature review gave relevant insights into how social media advertising affects the purchasing behaviour of Generations Y and Z. By using key theoretical frameworks such as the Uses and Gratifications Theory, the Consumer Decision Process Model, and the Elaboration Likelihood Model, it gives insight into the common psychological and behavioural mechanisms underlying their acts.

The Uses and Gratifications Theory explains why these young generations are heavy users of social media: their needs for information, entertainment, social connection, and self-expression are achieved through the social media. Due to their high use of social media, they would be most receptive to advertising messages on these platforms. The Consumer Decision Process Model goes on to explain how social media advertisements can intervene at every stage of their consumer decision-making journey, all the way from problem recognition to post-purchase evaluation. This has seamlessly integrated features like influencer endorsements, social proof, and a call to action into this decision process.

Furthermore, the ways by which social media advertisements take routes of persuasion towards attitude and behaviour formation have also been expounded. The peripheral route, driven by heuristic cues, includes appealing visuals and celebrity endorsements that become very effective in these digital native generations characterized by quick and visually driven information processing. However, when ad content encounters customer interests and values that are intrinsically linked, it is then that the central route of elaboration can result in more permanent attitude changes.

Accumulating findings from all these theoretical frameworks confirm that Generations Y and Z are most receptive to social media advertising because of the usage patterns and cognitive processing styles in which they have been socialized. Marketers can use this insight in developing more efficient digital strategies that would exploit the peculiar nature of social media. Brands want to drive impulsive purchases and long-term brand loyalty among crucial demographic cohorts by offering content that will satisfy the basic needs of consumers, become a part of their decision-making, and access both peripheral and central routes of persuasion.

Further studies will be conducted as the field of digital marketing evolves and new trends come about while fine-tuning theoretical models. However, this literature review has provided the ability to create a strong platform for current knowledge on the topics of social media advertising and Millennial and Gen Z consumers' purchasing behaviours.

Chapter 3: Research Methodology

This chapter outlines the methodological approach employed in the thesis on the effects of social media adverts on Generations Y and Z. Here, the rationale for choosing the research methods is elaborated together with a comparison between the qualitative and quantitative paradigms, Lastly, the arguments for the use of quantitative research are discussed in relation to the present study.

3.1 Research Design

The research design of a study outlines how data would be collected, measured, and analysed during the course of the study. Hence, for this thesis, the quantitative research design was used in order to analyse how various generations view and engage with social media advertising. Quantitative research deals with the collection of structured data usually in the form of questionnaires, experiments or data collected from other sources which generate numerical data that can be converted into statistics. This approach is useful towards the realised objective of measuring the impact of social media ad and use of statistical tests to test hypotheses (Creswell & Creswell, 2018).

3.2 The Qualitative and Quantitative Methodologies in Comparison
3.2.1 Qualitative Research:

Exploratory research belongs to the group of qualitative and the main objective of this type of research is to describe the causes, attitudes and beliefs. It offers an understanding of the problem or contributes to its analysis for the generation of research hypotheses to guide a quantitative research. As for the collection of quantitative data, there is a distinction based on the degree of structure used in the approaches. Some common ones are Focus groups which is group discussions, interviews which is the discussions with only one respondent, and observation/participation. The sample size is normally small, respondents are chosen with the intention of meeting a quota.

3.2.2 Quantitative Research:

However, in quantitative research, the problem is measured by the use of figures through developing numerical data or data that is convertible to statistics that can be utilized. It is used to posit attitudes, opinions, behaviour and other gauged variables and to generalize findings from the larger sample population. Quantitative research employs numerical data for the formation of facts and the search for patterns in investigations. The data collection methods associated with quantitative data are far more formal as compared to the data collection methods of Qualitative data. Different types of surveys namely online surveys, paper surveys, mobile and kiosk surveys, face-to-face interviews, phone interviews, longitudinal studies, web interceptors, online polls and systematic observation are the quantitative data collection methods.

3.2.3 Comparison:

The primary distinction between the qualitative and quantitative research methods is the way of conducting the study. Quantitative research is mostly linked to the context and concern with the purpose of comprehending the hidden meanings of actions in the realm of social relationships, which includes the 'why 'and 'how' of a phenomenon. In contrast, quantitative research aims at a numeration of the results, and normally includes the use of statistics to determine the relationship or association between variables and is usually framed in terms of 'what' or 'how much'.

3.3 Rationale for Selecting Quantitative Research Method

For the current study, the quantitative methodology was deemed more appropriate due to several reasons:

Scalability and Generalization: In relation to data afforded by the quantitative research approach, one gets to sample a larger manpower that is representative of the population in the research study. This possibility for scalability helps people generalize the results to other individuals in that areas, which is critical for depicting general tendencies of response to the social media adverts among generations Y and Z.

Statistical Analysis: Indeed, the objective of this research is to put a figure to the impact of social media ads as well as establish the correlation coefficients between several variables including age, frequency of use of social media and how susceptible one is to advertising. Quantitative data helps in this through statistical tests that one can use to validate a hypothesis to a certain level of precision (Bryman, 2016).

Objectivity and Reliability: Arguably, quantitative research is more formalised and systematic, which makes it even more objective and reliable. Structuring the techniques such as the surveys guarantees the reliability of the data since they are collected in a similar manner thus making them easily replicable (Creswell, 2014).

Hypothesis Testing: Consequently, the primary focus of the thesis is the hypotheses that concern comparing the Generations Y & Z with regard to their attitudes and actions towards social media advertising. The quantitative research approach is especially useful for hypothesis testing since it can easily point out whether the postulated hypothesis has been proven or contradicted as per the results of the tests conducted.

3.4 Sampling Method

The sampling method implemented in this study is the targeted sampling; which is suitable when conducting research involving Generations Y and Z. Targeted sampling is a form of purposive sampling where the individuals are chosen due to their characteristics that are relevant to the

research study (Patton, 2015). This approach is useful when conducting research that seeks to investigate certain segments of the population in depth and in this case, the target population is the young generations on social media; Generations Y and Z.

This method was being used so that the participants to sample would be selected based on their generational cohorts and the way they interact with the Social Media, in this case, they use Social Media regularly. According to Patton (2015), it is possible to make a wide range of useful and applicable conclusions from focused samples, especially from the population that has characteristics that are relevant to the objectives of the study. generations specifically Y and Z and, therefore, shows the specific details of the perception of social networks and related advertisements.

To use targeted sampling efficiently, screening questions were systematically employed to confirm the age of the participants and the generational cohort the study sought to target from Generation Y (1981-1996) and Generation Z (1997-onwards). Moreover, the participants were purged based on the frequency with which they use social media for the study's criterion of usefulness of social media advertising (Etikan et al., 2016).

Targeted sampling is most effective in applied social sciences and especially marketing where, for example, knowledge about some consumer groups helps best to devise the right marketing strategies and marketing messages (Cooper & Schindler, 2014). It affords an intense examination of the phenomena among communities that can likely exhibit the targeted behaviours, which increases the utility of the study's findings.

3.5 Data Analysis
The data collected was analysed using logical regression with the help of Google Colab notebook. While there are softwares available to provide detailed analysis based on the parameters, with my previous knowledge and experience with Computer Engineering and Data Science, it was deemed more beneficiary to utilise the knowledge than learning to use a completely new tool, especially considering the shorter time span available for the research.

3.6 Data Collection Techniques
In this research, an online questionnaire of Google Form was used featuring questions which were posted on different social media sites. These required questions were closed-ended questions designed with the help of the survey questions identified in the course of the literature review, fine-tuned to be easily understood by both the male and the female target audiences. To design the survey, a set of demographic questions to capture the participant as belonging to either generation Y or Z was part of the questionnaire, alongside questions capturing participants' engagement and response to social media advertisements.

3.7 Limitations

Inherent in the design and operation of this research are the following limitations, which may impact the generalization or interpretation of the findings. While presenting the results and while generalizing directions for future research, keeping these limitations in mind will be necessary.

3.7.1 Sampling Methodology:

The sampling method in the study was targeted, hence the research managed to succeed in assuring that the sample represented Generations Y and Z; however, this creates a limitation to generalise towards other age groups or other populations. Targeted sampling focuses on certain characteristics that miss possibly relevant variables from other demographic groups not represented in this study.

Patton, however (2015), justifies the use of purposive sampling for its depth of focus in terms of the purposes, although this researcher also indicates that its specificity does limit the extent to which such research findings can be generalized to other or more diverse populations more broadly.

3.7.2 Quantitative Focus:

Such reliance on quantitative methods sacrifices, to some extent, nuanced understandings and motivations that underpin individuals' responses to social media adverts. No qualitative insights that might provide a deeper level of understanding with respect to user attitudes and perceptions were captured in this study.

According to Bryman, 2016, while the quantitative research is powerful in generalization, it often lacks the in-depth approaches of qualitative ones, most necessary in accessing the complex problems of social phenomena.

3.7.3 Data Collection Instruments:

While online questionnaires would be practical and very effective for this research, its limitations may be in the nature of biases that self-reporting introduces and the exclusion of those people with no internet access or who may not be prone to respond to online surveys.

Moreover, the closed-ended nature of the questionnaire might miss out on diverse perspectives or subtle differences in consumer behaviour that could have been captured by open-ended questions.

3.7.4 Geographical and Cultural Representation

The study did not mention the geographical spread of the sample; something which would impact the generalizability of the findings to other parts of the world. Usage of social media and reactions to ads differ significantly with different cultural and regional contexts.

Understanding these differences is quite important, as Cooper & Schindler, (2014) propose that for high-quality conclusions in market research, geographical and cultural variables have to be put into consideration.

3.7.5 Ethical and Practical Considerations

Ethical Considerations:

While the research adhered to ethical norms of informed consent and protection of participants' data, the investigators did not delve deeper into the ethical issues of online tracking and privacy-related issues of social media advertising. These form significant concerns that bear upon the consumer's trust and would affect the authenticity of the response in studies involving digital platforms.

Technological Constraints:

Using Google Colab may introduce bias in the research, as the researcher will be inclined to run types of analysis with which they are more familiar, probably at the expense of others that would be more appropriate for the particular quirks of social media data.

On the other hand, resorting to advanced and dedicated statistical software could have brought about more insights or unveiled patterns in the data that may be of relevance for its comprehensive understanding.

3.7.6 Future Research Directions

Keeping these limitations in mind, future research should contain a mixed-method design covering both quantitative and qualitative data. Moreover, it should increase demographic and geographic representations in the research population and include more varied and complex tools in data analysis. On top of this, deliberations on ethical considerations related to digital privacy and the rights of customers using the social media platforms may further enhance the value of the research findings and their practical implications.

3.8 Ethical Considerations

All the ethical concerns that were considered during the research process were strictly observed. The participants were rightfully educated regarding the goals of the study and provided their consent to participate actively. Participants' confidentiality and anonymity were preserved, and data was kept secure and retrievable only by the researchers.

Chapter 4: Data Analysis

This chapter discusses the findings resulting from the data collected from the performed questionnaire about the impression of social media advertisements to Generations Y & Z. The data was analyzed using Python language in a Google Colab environment where the tendencies and distributions of various facets were determined including demographic data and habits of the participants and their reactions to social media advertisements.

4.1 Data Overview

The collected set of responses was obtained from 82 participants of which most of them belong to Generation Y and Z. Individuals surveyed are active users of social media platforms hence relevant to this study. The research design is quantitative in nature and aims at determining the association between generational responses and social media advertising.

4.2 Data Cleaning and Preparation

Before analysis, data cleaning was carried out which involved dealing with missing values and outliers. The nature of the variables was conducive to analysis; the categorical data was therefore recoded into numerical formats using the LabelEncoder from the Python language. This initial preparation was critical in preventing any errors when performing other statistical tests.

4.3 Statistical Analysis
4.3.1 Descriptive Statistics

Descriptive analysis helped to get an initial idea of the data collected. Key demographic insights include:

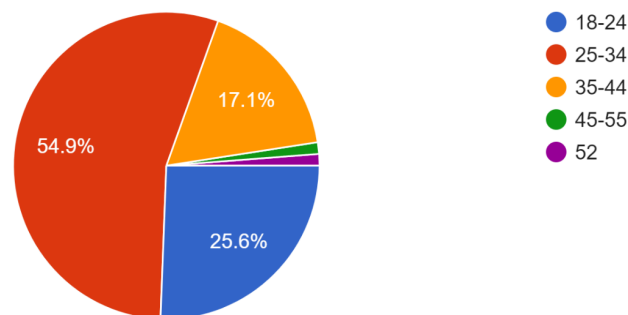Age Distribution: The majority of the respondent's age is between 25-34 years.

Fig 1: Demographic - Age

Gender Distribution: The gender split is nearly equal in this case as the numbers of males and females included in the study are fairly similar.
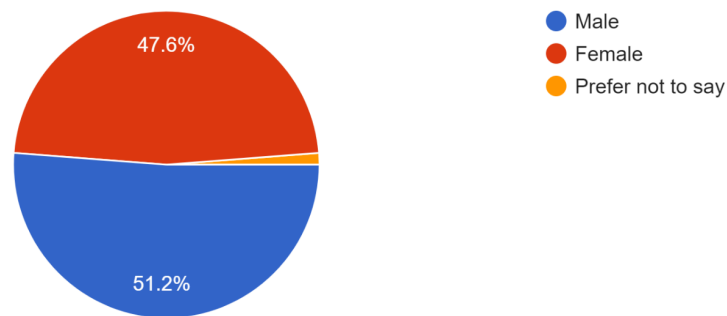
What is your gender?
82 responses

Fig 2: Demographic - Gender

Social Media Usage: The majority of the respondents spend between 1 to 3 hours on social media daily, a factor that marks high engagement, which is appropriate for this study. (Blue-Female, Orange - Male, Green - Prefer not to say)
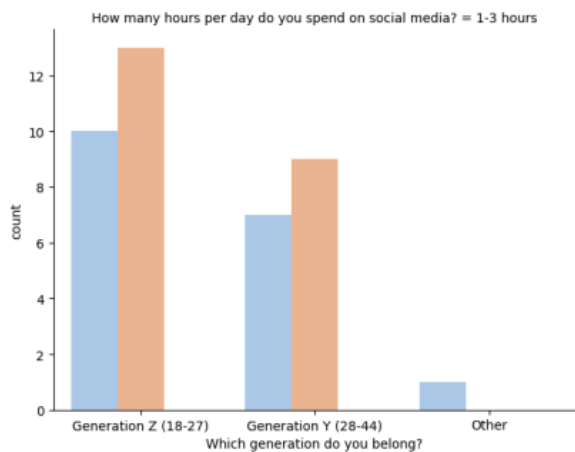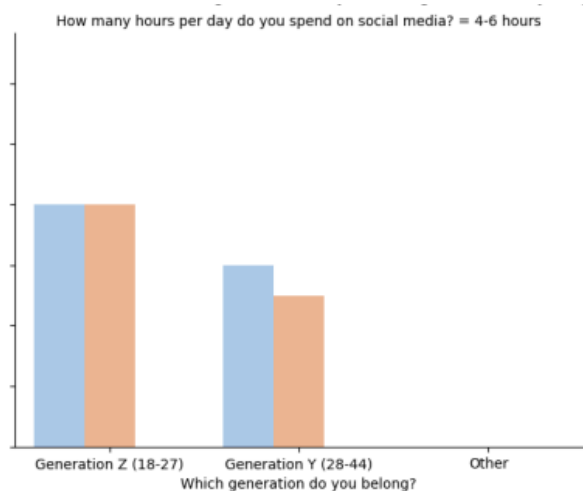

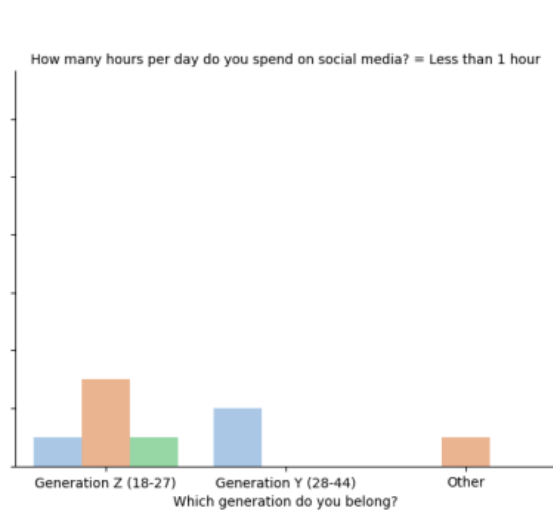Fig 3: Hours spent on SM 1-3 hours

Fig 4: Hours spent on SM 4-6 hours

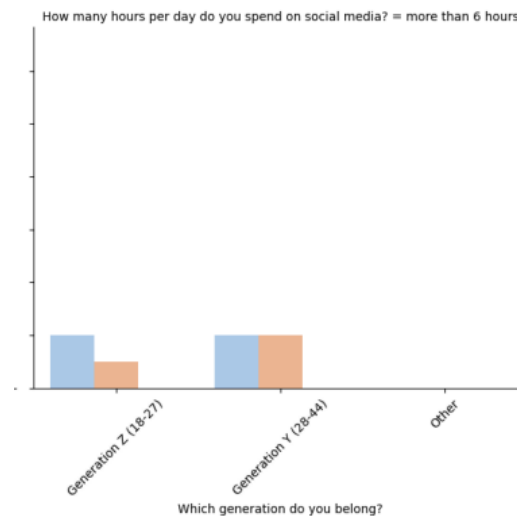Fig 5: Hours spent on SM Less than 1 hour   Fig 6: Hours spent on SM More than 6 hours

4.3.2 Inferential Statistics

Inferential statistics (Howell, 2010) will play a fundamental role in this research in establishing the effects of social media advertising on Generations Y and Z. It is within this approach to statistics where predictions about a population are made based on collected sample data through surveys. Among others, hypothesis testing and estimation of the confidence interval are some of the methods utilised to determine the generalizability of findings in this study.

In this research, Regression Analysis (Cohen et al., 2013) is used, where the relationships between several independent variables and a dependent variable are analyzed. Therefore, with respect to this study, it would be extremely useful in analyzing how different factors - like age, sex, hours spent on social media, and frequency of exposure to ads - individually impact the likelihood of impulse buying.

It helps in quantifying the strength and direction of the relationship between variables, and it controls for possible confounders. For instance, this will help in determining whether younger members of Generation Z make more impulse purchases compared to older counterparts in Generation Y when controlled for other factors such as gender and social media usage habits.

4.4 Key Findings
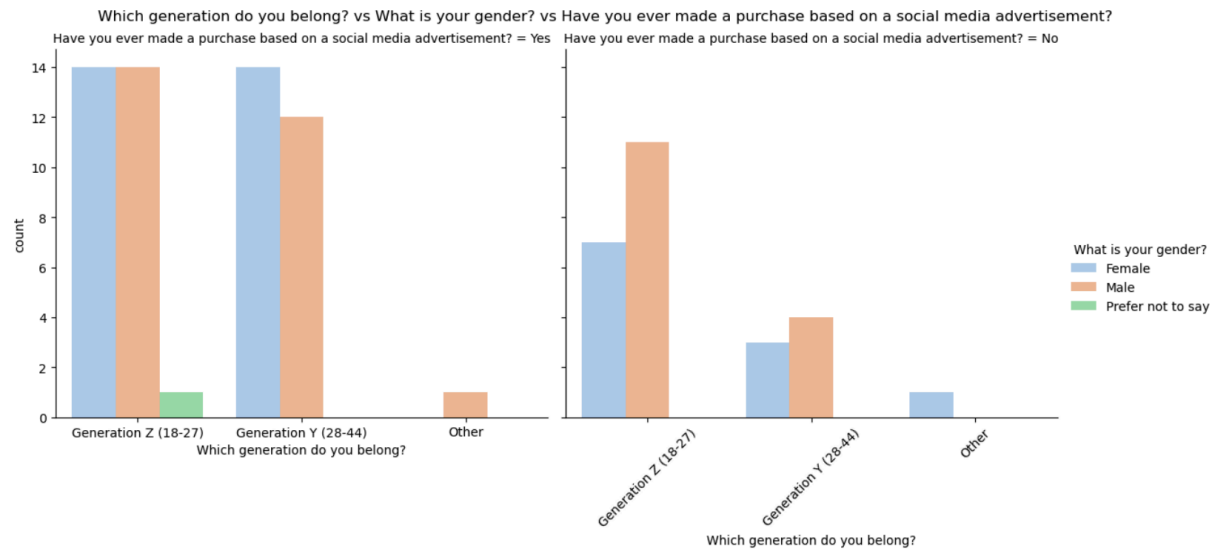**4.4.1 Influence of Ads:**

Fig 7: Purchase made based on Social Media Advertisements

This graph compares responses from different Generations (X, Y and others) on whether they have made a purchase based on social media advertisements.

Description of the Graph:
- X-Axis: Represents different generational groups (Generation Z aged 18-27, Generation Y aged 28-44, and Other).
- Y-Axis: Counts the number of respondents in each category.
- Colours: Indicate gender (Blue for Male, Orange for Female, and Green for those who prefer not to say).

Observations:
Gen Z (18-27):
- A near equal number of males and females responded that, yes, they had made a purchase based on social media advertisements.
- Very few respondents who prefer not to mention their gender appear in the graph.
- From this graph, it is shown that more members of Generation Z said "No" to making a purchase than those who said "Yes."

Generation Y (28-44):
- Similar to Generation Z, males and females from Generation Y participate fairly equally.
- More people in Generation Y agreed to the positive question, as opposed to Generation Z, showing that there seems to be more influence of social media advertising on this age group.

- The ratio between the "Yes" and "No" answers is closer to even compared to the Generation Z population.

Other Generations:
- This is a category of very few respondents who are rather unlikely to make a purchase at all based on the advertisements on social media; both genders are represented in really very small numbers.
- The number of those who prefer not to say their gender is a minimal one.

Insights:
- Generation influence: The data indicates that the impact will fall more on the Generation Y population of 28-44-year-olds, compared to that of Generation Z (18-27) regarding influence resulting from social media advertising, given the higher counts in the "Yes" responses.
- Gender-wise Distribution: Both males and females are pretty much equally susceptible to the influence of social media advertisements on both generational groups; there are no significant differences in the number of responses among them.
- Response Variability: One can see that with increasing generations or being categorized as 'Other,' there is a clear decline in the number of "Yes" responses, probably portraying a lack of engagement or less trust in social media advertisements among older populations.

The graph indicates the power of social media advertisements in influencing purchase decisions across different generations and genders. Evidently, Generation Y is most susceptible to influence through social media as compared to Generation Z and other categories, probably because of varying patterns of usage, lifestyle, or economic stability. Gender does not seem to have a powerful impact on making a purchase based on social media ads in all the age categories represented in the graph.
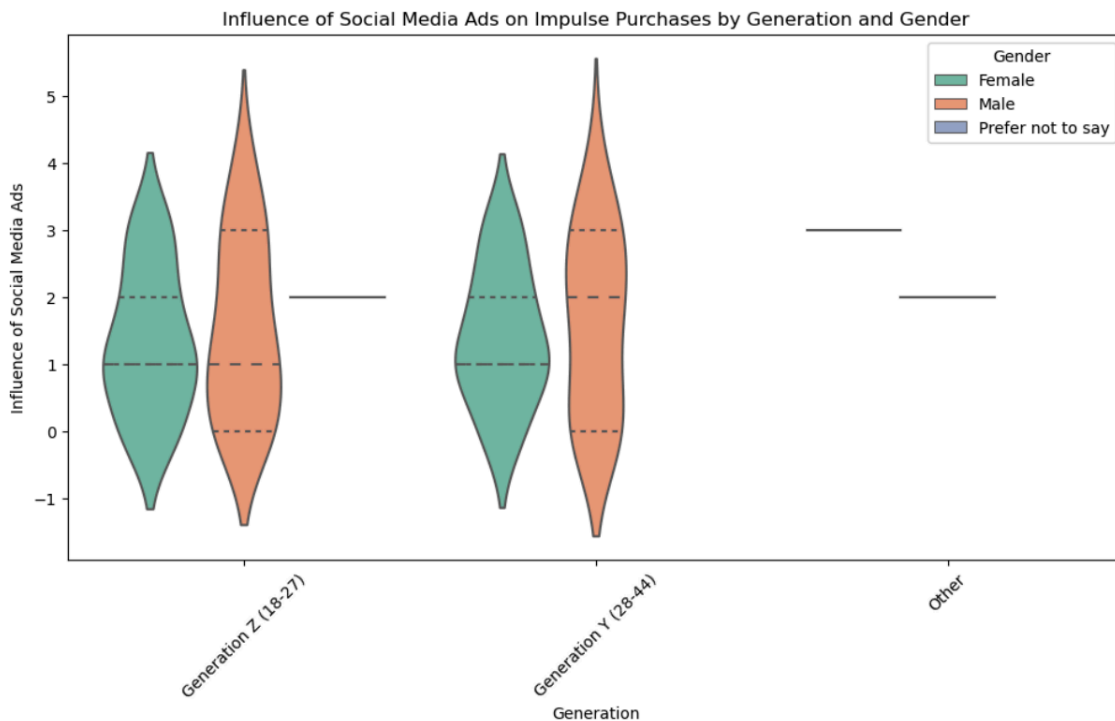
Fig 8: Influence of Social Media Ads on Impulse Purchases by Generation and Gender

This Violin plot illustrates the influence of Social Media Advertisements on impulse purchases, segmented by generation and gender.

Components of the Graph:
- X-Axis: The x-axis categorizes respondents into different generational groups: Generation Z (18-27), Generation Y (28-44), and Others.
- Y-Axis: The y-axis represents a scale of the influence of social media ads on making impulse purchases. It seems to range from -1 to 5, where -1 might indicate no influence and higher values indicate increasing levels of influence.
- Colours: Different colours represent different genders: green for females, orange for males, and grey for those who prefer not to say.

Understanding Violin Plots:
Violin plots are hybrids of box and density plots, which include the same elements as a box plot but have an added density plot superimposed on top of them (Hintze and Nelson, 1998). The thick portion of the violin plot points out which part of the data contains most of the response, further implying that most observation falls in this area. The thin part signifies the fewer data points. Where s equals to zero it represents the median as indicated by the white dot in the middle of the graph.

Analysis of the Graph:

Generation Z (18-27):

- Female: This distributes rather widely, implying that they will vary with influence scores falling slightly more towards the higher end. It is of median level and ranges from 2 to 4 with the median being around 3.
- Male: Comparable to females though the median influence score is slightly lower among the males plotting the fact that social media ads have a moderate influence on impulsive buying compared to the females.
- Prefer not to say: As with the plot that is rather narrow, there is only a little information pointing to the fact that females have just as much a median impact on the events as males do.

Generation Y (28-44):

- Female: Has a higher and more spread out distribution, with the median at 3. 5, which is slightly higher compared to Generation Z female's responses confirming the impact of social media advertisement on impulse buying.
- Male: The spread is also large with the median, although slightly lower than that of females, similar to what was observed among Generation Z.
- Prefer not to say: They present the least data and the distribution mode is similar to the male respondents.

Other Generations:

Almost no data points can be observed for this category irrespective of gender classifications which implies lack of responses or virtually no interference from the social media ads.

Social media ads have a huge impact on impulse buying behaviour across both generations: Z and Y. The effect may probably be high in Generation Y, especially females.

The median influence in both types of generation is lower for men as compared to women.

For 'Other' Generations, this could be interpreted to mean that there is a lack of interest in social media or a reduced level of influence of social media on purchase behaviour since there is no data available.
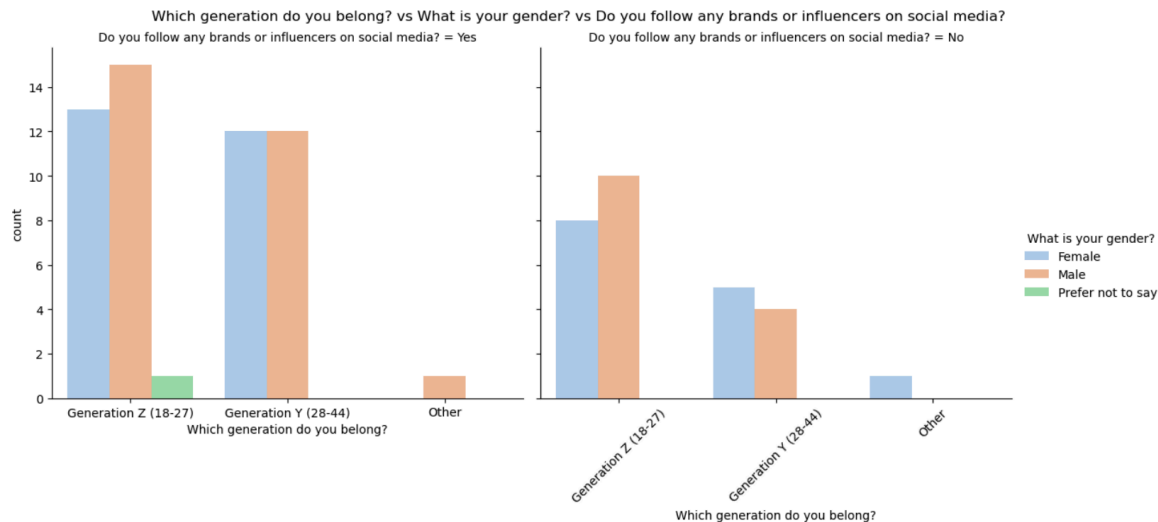
4.4.2 Engagements

Fig 9: Following Brands/Influencer

The bar graph depicts the Interactions of Generation groups, Gender, and Their behaviour to follow brands or influencers in social media. The data is then divided into two groups depending on their response to whether they have any brand or influencers' page subscriptions on social media applications ("Yes" and "No").

Description of the Graph:

X-Axis: This axis divides the respondents into three delineations of generation; namely Generation Z which comprises of 18 and 27 year olds, Generation Y which comprises of 28-44 year olds and 'Other'.

Y-Axis: In this case, we have y-axis representing the count of respondents who fell under this category.

colours: They have three colour variants to which different genders are attached:

Orange for Female

Blue for Male

Green for those who don't want to specify gender.

Analysis of the Graph:

Following Brands/Influencers (Yes):

Generation Z: Slightly male-dominated sample, where 54 per cent of the respondents follow the brands or influencers as opposed to 46 per cent females.

Generation Y: It has been observed that both male and females of this generation are very much involved in following brands; however, in the case of females, the percentage is a little higher than the males as in Gen Z.

Other: This group has very few respondents, a green bar being tiny almost suggesting a count of people who prefer not to state their gender after observing brands or influencers.

Not Following Brands/Influencers (No):

Generation Z: Illustrates that it is lower when it comes to brand/influencer following, with more females than male users stating that they do not follow any brands/influencers.

Generation Y: This shows a decrease in males and females who do not follow brands though has more 'count' in males than in females.

Other: As low as in the 'Yes' group, thus, overall engagement is low in this group.

Insights:

Generational Engagement: Also, the two generations, Generation Z and Generation Y, are equally involved in following brands or influencers on social media. The results show a slight preponderance of males from the Generation Z and a slightly higher preference of females of the Generation Y to follow the brands.

Gender Differences: Males are slightly more interested in the product than females, yet both sexes actively engage in following social media influencers or brands.

Other Category: The remaining 'Other' generational category reveals extremely low activity, which means that there may be a problem with the sufficient representation of the respondents in the study or that the members of this category are less interested in social media influencers and brands compared to the rest of the generations.

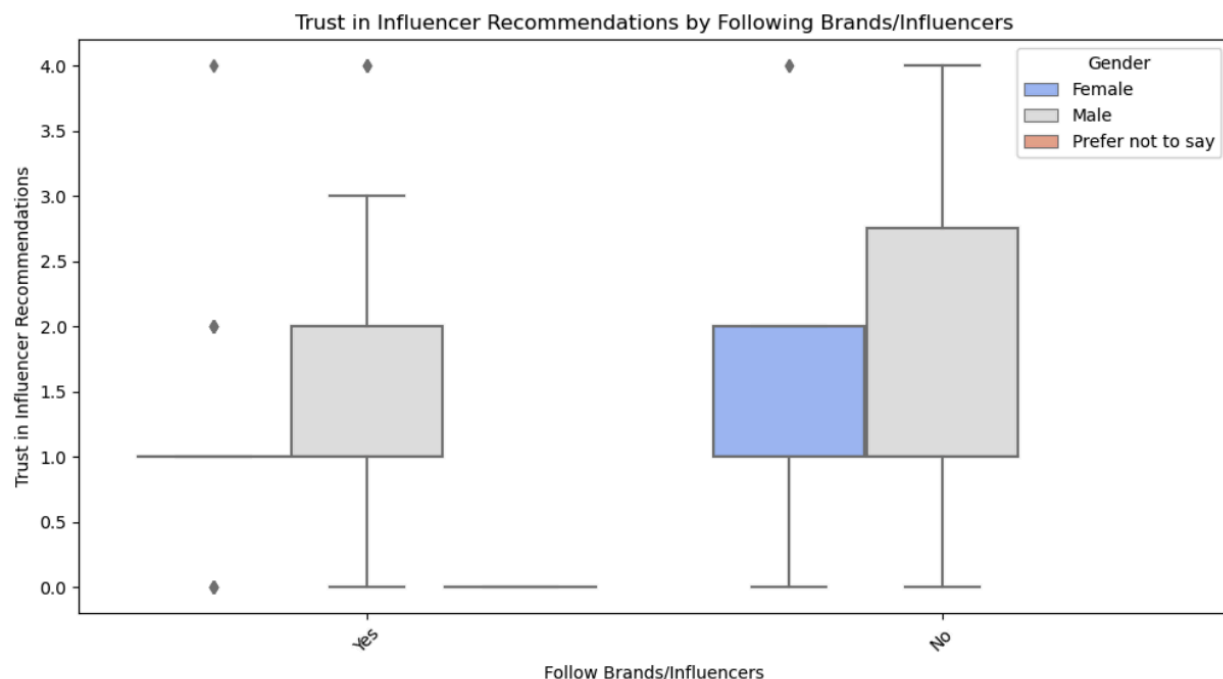### 4.4.3 Trust and Credibility

Fig 10: Trust in Influencer Recommendations by Following Brands/Influencers - Gender

The graph is a box plot showing how much a person trusts the recommendations of an influencer across the factor of whether a person follows brands or influencers on social media. In the graph,

the data is further split into two groups based on whether they answered "Yes" (follows brands/influencers) or "No" (does not). The trust levels are further split along the gender lines.

Graph Description:

X-axis: Whether or not the respondent follows brands/influencers on social media.

Y-Axis: Trust in recommendations by an influencer. Likely 0 to 4

colours:

Blue - Female Respondents

Grey - Male Respondents

Green, if it would be included, would represent those respondents who would prefer not to disclose what their gender is.

Interpreting Parts of a Box Plot:

Box: The part of the box plot body is named the interquartile range or IQR, which is essentially the middle 50 per cent of data. The median is within the box, shown as a line.

Whiskers: Lines above and below the box that extend to the highest and lowest values within 1.5 times the IQR from the quartiles.

Diamonds (Outliers): Points outside the whiskers, these are values that can be considered outliers. (McGill, et. al., 1978)

Interpretation:

Follow Brands/Influencers ('Yes'):

The median trust score of females, when plotted in a box plot, is lower than the median trust score of males. This implies that, for the group, females tend to trust influencer recommendations less than males.

We can see that the male respondents have a larger IQR, so there is more variability in their levels of trust. Both genders have outliers, which means that some people trust very highly or lowly, compared to the majority. Do Not Follow Brands/Influencers ('No'):

Interestingly, the levels of trust for those who do not follow brands or influencers are higher than those who do, as indicated by the position of the median within the grey box.

This group also has a greater range and variability, therefore it reveals that there is a greater spread of trust levels of these particular respondents.

No outliers in this category suggest that the levels of trust here are more consistent to be within a certain range.

Observations:

Trust Levels: Trust levels in influencer recommendations may not simply be available by virtue of following influencers or brands. In fact, the graph indicates that the ones having the highest median trust level are those who do not follow any of the influencers or brands, and Gender Differences: In those following any of the brands/influencers, males' midspread slate is slightly

more spread than observed for females. Overall, trust levels midspread are very similar across gender when not following any of the brands/influencers.

Implications: It may be that the act of following brands/influencers causes an increase in scepticism, or critical review of the recommended entities, which would, in turn, reduce overall trust.
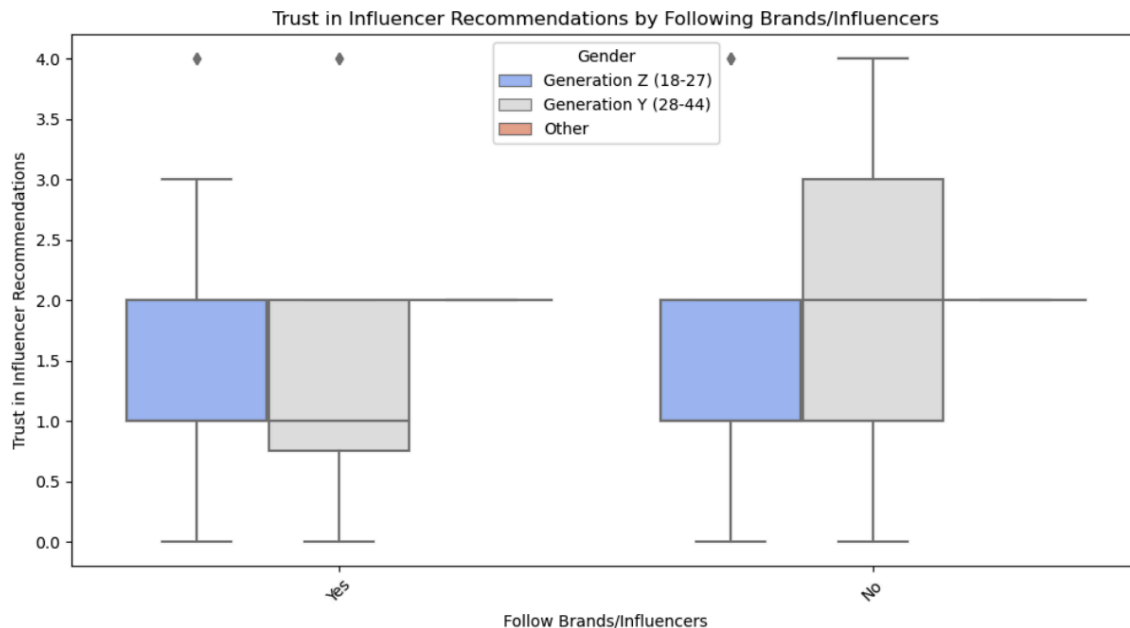
Fig 11: Trust in Influencer Recommendations by Following Brands/Influencers - Generation

The graph is a box plot of trust in influencer recommendations, broken down by how people follow brands or influencers in social media and split by generations.

Description of the Graph:

X-axis: the behaviour of a respondent in following a brand or influencer in social media. Categories: "Yes" and "No."

Y-axis: Trust in influencer recommendations; presumably, it is measured on a scale from 0 to 4.

colours:

Blue: Generation Z, ages 18-27

Grey: Generation Y, ages 28-44

Tan: "Other"

Analysis of the Graph:

Following Brands/Influencers ('Yes'):

Generation Z (Blue): The median is just a little above 1.5, indicating that in general, Generation Z has medium-high trust in the recommendations made by an influencer. There is a relatively tight IQR (McGill, et. al., 1978), which means there is less variability among the responses.

Gen Y: The median level of trust is greater, at around 2, with an enlarged IQR, which indicates that there is more variableness in the levels of trust compared to Gen Z.

Other: For this group, the median level of trust is close to that for Gen Y, although the IQR is smaller, indicating less variability and hence more consistency in the responses.

Not Following Brands/Influencers ('No'):

Gen Z: The median trust level is about the same, but with less variability-the box is much shorter-than when they do follow brands.

Gen Y: Their median trust level is very close, if not exactly the same, as those that do follow brands. The range is a little lower, but more heterogeneous than when they follow brands.

Others (Tan): The median is comparable to that of Generation Y, although with a larger range and therefore variability.

Insights:

Effect of Following Brands: Following brands or influencers appears to have a moderate effect in the case of Generation Z but more in the case of Generation Y, in which the trust levels are distinctly higher when they follow brands.

Generational differences: Generation Y is more likely to have greater trust in influencers than Generation Z and Other while following brands. This is shown from both the higher median and variability.

Trust Variability: In all generational categories except Gen Z, the IQR in variability of trust is higher for non-followers, indicating that there may be more fixed opinion with regards to the recommendation of influencers regardless of whether one follows them or not.

4.5 Model Evaluation

To achieve the objective, a logistic regression analysis was conducted to analyze the chances of an impulse purchase due to social media advertisements. The model's performance was evaluated using accuracy, precision, recall, and F1 score metrics:The model's performance was evaluated using accuracy, precision, recall, and F1 score metrics:

Accuracy: 47. 06%

Precision: 55. 56%

Recall: 50%

F1 Score: 52. 63%

These metrics have relatively high predictive validity, which implies that although impulse purchase behaviour can be to some extent predicted using the proposed model, the prediction can be improved with the help of additional variables and/or more complex analytical methods.

4.6 Discussion

From the analysis of data, one can get relevant insights concerning how various generations perceive and respond to social media adverts. As the findings suggest, future studies can benefit

from focusing on specialized advertisement approaches about each generation's specific choice and action.

4.7 Conclusion

Hence, the analysis done in this chapter leads to a better understanding of the generational influence of social media advertisement on impulse buying behavior. It is important to note that the understanding derived from such efforts not only increases the academic stock of knowledge, but has clinically relevant implications for marketers interested in improving the effectiveness of their efforts in reaching Generations Y and Z. Directions for future research include the use of larger and more heterogeneous datasets to compare across, or the use of a time-serial research design to capture change across time.

Chapter 5: Discussion and Implications

This research provides an inside view of the effect that social media advertising has on Generations Y and Z and their impulse shopping and pinned down one of the most important elements that contribute towards great engagement with these advertisements. This chapter connects the empirical findings with existing digital marketing theory, integrates some practical recommendations by participants and discusses what this means for practitioners.

5.1 Generational Dynamics of Social Media Advertising

The results of the research that were obtained highlighted clearly generational nuances in how digital ads move consumers. Ads that fit well into their social feeds also received positive responses from Generation Y, further supporting the Uses and Gratifications Theory. This theory postulates that people actively select media outlets that best satisfy their emotional and cognitive needs. On the other hand, Generation Z was more interested in having interactive and dynamic content, which would provide evidence that the Consumer Decision Process Model does imply that younger consumers are more susceptible to impulsive shopping behaviours on social media because everything occurs so quickly over the internet.

5.2 Ethical Advertising and Demand for Transparency

The answers received from the questionnaire show a strong demand for transparency and ethical concerns in the ads on the social networking site. Many respondents suggested stricter regulations, similar to GDPR, that would guarantee transparent advertisement practices. Such a wish for transparency underlines a more general trend: trust is an important driver of how much consumers are willing to engage with a brand. Indeed, as several studies indicate, such as Turner (2015), Generation Z shows a strong concern about the authenticity and ethical behaviour of brands, and this strongly influences their purchasing decisions.

5.3 Implications for Digital Marketing Practices

5.3.1 Increased Regulation and Influencer Accountability:

Social media advertising, in this regard, has a very loud call for stronger regulatory measures to help consumers and clear things up. Participants suggested that the influencers should do honest reviews and recommend only products they would genuinely stand for; that would have current marketing strategies changed to prioritize consumer trust and relationship from mere visibility.

5.3.2 Ad Content and Delivery Adjustments:

Marketers should therefore mechanize their strategies to meet the changing expectations of social media users who prefer less intrusive and less artificially coercive advertising experiences. Some of those recommendations from this study include shortening ad frequency and length- specifically on paid streaming services- and empowering users with greater control over the

advertisements to which they are exposed, both of which might enhance user experience and, incidentally, potentially raise the effectiveness of ads.

5.3.3 Rewards for Ethical Advertising Practices:
Introduce a feedback mechanism where influencers would evaluate products on a number of parameters before advertising. Such a system could grant incentives to those influencers and brands that follow such standards, similar to the benefits given to attain verified status on social platforms. It would further foster transparency and increase the USP of the brands committed to ethical advertisement.

5.4 Future Directions in Research
The present research sets a foundation for further investigation into the long-term effects that ethical advertising has on brand loyalty and consumer trust, with particular attention to digital-native generations. Further research might be conducted with respect to how these practices influence consumer behaviour in different cultures, therefore giving a more global perspective on digital marketing strategies.

The insights that this research has brought out underscore the deep impact social media advertisements have on Generations Y and Z. The increasing demands for transparency and ethical advertising parallel this broader shift in consumer expectations, against which marketers have to fight in order to be relevant and effective. It is by adjusting ad campaigns to these ethical standards and following consumer preferences that customer bases can be created for brands. This strategy will not only resonate with what consumers want but also move on to durable business practices at the frontline of digital marketing.

Chapter 6: Conclusion

This thesis has elaborately presented the influences of social media advertisements on Generations Y and Z, portraying ways through which digital marketing strategies are really sculpting consumer behaviour in the context of impulse buying tendencies. Drawing from theoretical grounds and empirical data, the following conclusion synthesizes key findings into broader implications and explicates strategic recommendations for both marketers and policyholders.

6.1 Synthesis of Findings

Research commenced with an understanding of the dynamic environment in consumer behaviour, which was now influenced by social media and had drastically altered the conventional concepts of advertising. Various generations, like Generation Y and Generation Z, who fall under the category of the digital age, are known to elicit varied responses to social media marketing. Generation Z has a higher tendency of impulse buying through simple advertisements on the web compared to the other generations (Smith and Duffett, 2016).

Literature reviews utilized theories such as the Uses and Gratifications Theory and the Consumer Decision Process Model to underpin the motivations and behavioural responses of these younger consumers within digital platforms.

Methodologically, the quantitative research design used techniques that rigorously analyzed data to confirm hypotheses with regards to the influential power of social media advertising on purchasing behaviours for younger demographics. This approach to methodology has been applied not just to validate theoretical propositions but to quantify the impact of social media advertising.

The data analyses brought forth clear differences in the manner in which these generations are involved with social media. Results pointed out something very basic: targeted advertisements do work; influencers play a huge role; there are different levels of trust and engagement between Generations Y and Z—information that helps marketing strategies be attuned to those differences.

These empirical findings were related to real-life applications in the discussion chapter, highlighting the fact that ethical advertising and transparency are desperately needed in contemporary digital encounters. Indeed, research respondents reacted with calls for regulatory mechanisms along the lines of the GDPR, which would guarantee accountability and transparency in digital advertising practices (Boerman, Willemsen, & Van Der Aa, 2017).

6.2 Strategic Recommendations and Future Directions

The findings of this research work underline the need for marketing strategies to be adapted to the changing behaviour of digital consumers and, more importantly, those from Generations Y and Z. Transparency and authenticity are the kind of ingredients that marketers should embrace to increase engagement and trust with these very important demographics. The ethics associated with influencer marketing also need to be strictly adhered to in order to foster the credibility of brands and the loyalty of consumers.

Such advertising strategies must be longitudinally evaluated on brand loyalty and trust in the future when digital natives grow older. Comparative studies in this regard could also be conducted across cultural contexts in order to find out global consumer behavioural trends in response to social media advertisements.

6.3 Final Comments

Aligning marketing practices with ethical expectations and personalization preference contributes to creating an engaged and loyal customer base for the brand, which will ensure sustainable success in the competitive digital marketplace. This paper provides foundational insight into the extent to which digital marketing influences contemporary consumer behaviours and hence offers value for scholars and practitioners alike looking to navigate such complexities in effective marketing to connected, more discerning consumers.

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Annexure 1: Questionnaire

Section 1: Demographic Information

1. **What is your age group?**
   - ○ 18-24
   - ○ 25-34
   - ○ 35-44

2. **What is your gender?**
   - ○ Male
   - ○ Female
   - ○ Prefer not to say

3. **Which generation do you belong to?**
   - ○ Generation Y (28-44)
   - ○ Generation Z (18-27)
   - ○ Other

Section 2: Social Media Usage

4. **Do you use social media?**
   - ○ Yes
   - ○ No

5. **How many hours per day do you spend on social media?**
   - ○ Less than 1 hour
   - ○ 1-3 hours
   - ○ 4-6 hours
   - ○ More than 6 hours

Section 3: Exposure to Social Media Advertisements

6. **How often do you encounter advertisements on social media?**
   - ○ Rarely
   - ○ Sometimes
   - ○ Often
   - ○ Always

7. **Do you follow any brands or influencers on social media?**
   - ○ Yes
   - ○ No

Section 4: Influence of Social Media Advertisements

8. **Have you ever made a purchase based on a social media advertisement?**
   - ○ Yes
   - ○ No

9. **How likely are you to make a spontaneous purchase if you see a product advertised on social media that interests you?**
   - ○ Very unlikely
   - ○ Unlikely

- ○ Neutral
- ○ Likely
- ○ Very likely

10. **Do social media advertisements influence your perception of a brand's credibility?**
- ○ Yes
- ○ No

Section 5: Impulse Shopping Behavior

11. **Have you ever made an impulse purchase?**
- ○ Yes
- ○ No

12. **When making an impulse purchase, how influential are social media advertisements?**
- ○ Not influential
- ○ Somewhat influential
- ○ Neutral
- ○ Influential
- ○ Very influential

Section 6: Generational Differences

13. **Do you think that your generation is more influenced by social media advertising than other generations?**
- ○ Yes
- ○ No

Section 7: Attitudes Toward Advertisements

14. **Do you believe that social media advertisements are targeted appropriately towards your interests?**
- ○ Yes
- ○ No

15. **How likely are you to trust a product recommended by an influencer on social media?**
- ○ Very unlikely
- ○ Unlikely
- ○ Neutral
- ○ Likely
- ○ Very likely

Section 8: Ethical Considerations

16. **Do you think there should be stricter regulations on how products are advertised on social media?**
- ○ Yes
- ○ No

17. **If yes, do you have any regulations in mind that can be applied? (open ended)**

Annexure 2: Google Colab

```python
# -*- coding: utf-8 -*-
"""Genz.ipynb

Automatically generated by Colab.

Original file is located at

https://colab.research.google.com/drive/10VQKkX6dZY8wUXbiudqCz_bHwF1O8vO8
    """

import pandas as pd
import numpy as np
from sklearn.model_selection import train_test_split
from sklearn.linear_model import LogisticRegression
from sklearn.metrics import accuracy_score, classification_report,
confusion_matrix
from sklearn.preprocessing import LabelEncoder

data = pd.read_csv('/content/data.csv')

data.head()

print(data.columns)

data.columns = data.columns.str.strip()

le = LabelEncoder()
data['Which generation do you belong?'] = le.fit_transform(data['Which
generation do you belong?'])
data['What is your gender?'] = le.fit_transform(data['What is your
gender?'])
data['Do you use social media?'] = le.fit_transform(data['Do you use
social media?'])
data['How often do you encounter advertisements on social media?'] =
le.fit_transform(data['How often do you encounter advertisements on social
media?'])
data['Do you follow any brands or influencers on social media?'] =
le.fit_transform(data['Do you follow any brands or influencers on social
media?'])
```

```python
    data['Have you ever made a purchase based on a social media
advertisement?'] = le.fit_transform(data['Have you ever made a purchase
based on a social media advertisement?'])
    data['How likely are you to make a spontaneous purchase if you see a
product advertised on social media that interests you?'] =
le.fit_transform(data['How likely are you to make a spontaneous purchase
if you see a product advertised on social media that interests you?'])
    data['Do social media advertisements influence your perception of a
brand\'s credibility?'] = le.fit_transform(data['Do social media
advertisements influence your perception of a brand\'s credibility?'])
    data['Have you ever made an impulse purchase?'] =
le.fit_transform(data['Have you ever made an impulse purchase?'])
    data['When making an impulse purchase, how influential are social media
advertisements?'] = le.fit_transform(data['When making an impulse
purchase, how influential are social media advertisements?'])
    data['Do you think that your generation is more influenced by social
media advertising than other generations?'] = le.fit_transform(data['Do
you think that your generation is more influenced by social media
advertising than other generations?'])
    data['Do you believe that social media advertisements are targeted
appropriately towards your interests?'] = le.fit_transform(data['Do you
believe that social media advertisements are targeted appropriately
towards your interests?'])
    data['How likely are you to trust a product recommended by an
influencer on social media?'] = le.fit_transform(data['How likely are you
to trust a product recommended by an influencer on social media?'])
    data['Do you think there should be stricter regulations on how products
are advertised on social media?'] = le.fit_transform(data['Do you think
there should be stricter regulations on how products are advertised on
social media?'])

    # Define the target variable
    target = 'Have you ever made an impulse purchase?'

    # Split the data into training and testing sets
    X = data.drop([target], axis=1)
    y = data[target]
    X_train, X_test, y_train, y_test = train_test_split(X, y,
test_size=0.2, random_state=42)
```

```python
    from sklearn.preprocessing import LabelEncoder

    # Combine the training and test data
    X_combined = pd.concat([X_train, X_test])

    # Fit the LabelEncoder to the combined data
    le_X = LabelEncoder()
    X_combined_encoded = X_combined.apply(lambda x: le_X.fit_transform(x)
if x.dtype == 'object' else x)

    # Split the encoded data back into training and test sets
    X_train_encoded = X_combined_encoded.iloc[:len(X_train)]
    X_test_encoded = X_combined_encoded.iloc[len(X_train):]

    from sklearn.preprocessing import LabelEncoder

    le = LabelEncoder()
    y_train_encoded = le.fit_transform(y_train)

    log_reg.fit(X_train_encoded, y_train_encoded)

    y_test_encoded = le.transform(y_test)



    # Evaluate the model
    y_pred = log_reg.predict(X_test_encoded)
    print("Accuracy:", accuracy_score(y_test_encoded, y_pred))
    print("Classification Report:")
    print(classification_report(y_test_encoded, y_pred))
    print("Confusion Matrix:")
    print(confusion_matrix(y_test_encoded, y_pred))
```