

INFLUENCE OF SOCIAL MEDIA PLATFORMS ON PURCHASE DECISIONS OF GEN Z CONSUMERS IN RAJASTHAN

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ABSTRACT

Rapid development of social media affects consumer behaviors like information search, products assessment and product purchases. The young generations born and grew in digital era - consumers of generation z is one of most engaged social networking site. The main purpose of this study is to investigate the impact of important social networking sites on the purchase decision of consumer of generation z in Rajasthan and to reveal which social media platforms have major role to make customer decision of generation z regarding their purchases on some major platforms including Instagram, You Tube, Facebook, snapchat & X. For study a descriptive research design was used. Primary data collected with structured questionnaire for Gen Z. The study explores correlation between social networking use and purchase decision of gen Z and identifies the major contributing platform behind purchase decision. Results revealed that social media plays crucial role to take a decision. Social media provide valuable information about brands/ products, online reviews, recommendations from their friend and celebrities or even brand sponsored ad campaigns which helps consumer in buying products from all the social media platforms mentioned. Especially with use of visual and interactive content from all social media the generation z will be much in Buying. This research will have significant value to the businesses/marketers and advertisers that want to enhance their digital advertising strategy in young consumer group. The research also adds a valuable chapter to literature in terms of the research into consumerism behaviour on the digital environment.

Keywords: Social Media Marketing, Gen Z Consumers, Purchase Decision, Consumer Buying Behaviour, Rajasthan.

1. INTRODUCTION

Social media has a huge role to play in our lives. It affects how we engage with people and promote the sale and use of products and services online. This digital channel of marketing, engagement, and communication continues to expand within India, where there is continued growth in the use of the internet, availability of low-cost smartphones and rise of digital literacy. As consumers turn more frequently towards social media applications – such as Instagram, YouTube, Facebook, Snapchat, X and many more to discover products, gather information, seek recommendations, learn about reviews and make purchases. In many countries the growth of the internet and increased smartphone penetration has enabled millions more consumers to enter the digital world. One particularly influential channel that has enabled this growth and will continue drive online marketing strategies in the years ahead is social media. Digitalisation continues to increase with the rise of Generation Z (Gen Z). Generally describing people born between mid-90s and early-2010s, they have grown up in a mobile, tech-saturated world. Gen Z's interaction with the digital space – particularly their search habits – and the increased popularity of social media platforms for shopping and purchase-related

behaviour has led to the emergence of “social commerce”, where consumers discover and purchase products via social networks. These users are adept at navigating complex online interfaces, consume massive amounts of video content and consider social media platforms to be important shopping destinations and information sources for product-related decision-making. Social media marketing is the use of social networks by an organization to reach out to customers, disseminate messages about specific products or services and create valuable, long-term relations with the identified target market. The ability of social media platforms to disseminate targeted and personalisable communication as well as the power of content shared by individuals (friends, family, influencer recommendations, reviews) has given them considerable influence on buying behaviour. In many instances exposure to such information or promotional activities on various social media has influenced the levels of awareness, interest, evaluation, purchasing intentions and actual purchase behaviour of these Gen Y consumers. There are several different social media sites and each are unique in the ways that they work, the types of people that use each site, and the ways in which consumers can utilize each social media sites for a more informative purchase decision. India has had growth in this sector as many Gen Y consumers in various parts of the country utilise social media platforms daily to communicate, be entertained, acquire information, and shop. Nevertheless, there are limited studies that have focused on specifically looking at how, where or if the use of these social media sites has helped in their purchase decision of Gen Y consumers in particular region. There is a gap in research to focus specifically on Rajasthan and understand how these Gen Y consumers are influenced in their purchase decision by specific social media sites. The main research problem examined within this study is to identify how do different social media platforms influence purchase decisions of Gen Z consumers in Rajasthan. Social media marketing is an ever-growing method, but which platform have influenced the purchase decision for each specific customer is a significant part for all marketers, especially those targeting this demographic as well as those wishing to manage allocation of resources strategically. In order to assess the influence of social media sites on purchase decisions of Gen Z in Rajasthan, the study intends to answer the following objectives: identify the most popular social media platforms for the Gen Z in Rajasthan; explore the influence of these social media platforms on their purchase decisions, compare the purchase influence of social media sites for Gen Z in Rajasthan and assess if there is any significant difference between the social media platforms used by the Gen Z when making their buying decisions. The importance of this study stems from the significant contributions it is likely to make to academic literature and business marketing strategy. Academically the study expands the research evidence for the influence of the social media upon consumer behaviour and for understanding purchasing habits for a very important demographic (Gen Y) and from a regional aspect. Practically, the findings will serve as guide to assist marketing practitioners, entrepreneurs and other organizations involved in marketing on the most effective platforms for customer engagement, product and service promotion and ultimately, sales generation in Rajasthan.

Research Objectives are:

1. To determine the most dominant social media sites for Rajasthan consumers between the ages of 10 and 24 years.
2. To evaluate the effect of social media sites on purchase intentions.
3. To compare the effects of different sites on a user's purchasing intentions.

2. REVIEW OF LITERATURE

The social media landscape has been irrevocably altered by the rapid proliferation of these platforms, shaping consumer behaviour and marketing strategies profoundly. The dynamic between social media marketing, consumer interaction, and purchase behaviours-especially concerning Gen Z consumers-

has emerged as a fertile ground for research. Take, for instance, the work of Roy et al. (2025), who explored what drives purchase intention in Gen Z via their social media portals, a research endeavour that utilized both a hybrid PLS-SEM and ANN methodology to delve into behavioral factors.

Their study underlined how engagement, trust, and interactions on social media significantly correlate with an intention to purchase, painting a vivid picture of these platforms' power in sculpting young consumers' decisions.

It's fascinating how the nuances of how teens and young adults navigate these digital spaces have become so critically important! Not to be outdone, Deepika and Massand (2025) peeled back the layers of social media marketing activities, specifically focusing on their reflective factors as they relate to purchase intention in Gen Z. Through a survey of 310 individuals, they identified that enticement, interaction, customization, trendy designs, and even online chatter all tend to have a positive sway over a person's likelihood to buy, reinforcing just how crucial engaging and diverse social media marketing has become for brand acceptance. It's like these platforms are basically the ultimate advertising billboard now, right?

And it's not just general interaction either; Singh et al. (2025) zoomed in on the impact of viral marketing campaign on Gen Z's decision to purchase, unearthing that the authenticity, usability, and information density of these shareable content can substantially shape consumer attitudes and purchase intentions.

You'd think things that go viral just happen, but behind the scenes there's clearly a lot of savvy marketing at play. The impact isn't merely confined to online-centric purchases; Singh (2026) investigated how social media marketing impacts Gen Z's buying behaviour more broadly, specifically in India, revealing how these platforms play a significant role in creating product awareness, shaping perceptions, and ultimately influencing buying decisions. It's eye-opening to realize just how dependent Gen Z is on social media during that crucial info-gathering and decision-making phase.

And if that wasn't enough, Gupta (2026) focused on how social media marketing influences the purchase behaviour of Gen Z consumers in North India, highlighting key platforms like Instagram and YouTube and their effectiveness in driving decisions through short-form videos and influencer campaigns. Apparently, credibility, enticement, and interactivity are the big hitters when it comes to convincing young Indians to click the buy button through these platforms. This doesn't even scratch the surface of broader online trends.

Prakash Singh (2024), for example, shone a light on factors influencing online purchase intentions in Gen Z, pinpointing not just usefulness and trust, but also privacy and security as critical determinants, lending credence to the applicability of the Technology Acceptance Model (TAM) in this context.

Meanwhile, Xie et al. (2025) did a deep dive into the concept of gamified social interactions within the metaverse, particularly for Gen Z, finding that identity expression, fully immersive experiences, and active social engagement are key drivers of user behaviour, including purchase-related ones. Even if you're not into virtual worlds, this shows the future of interaction has major marketing implications! Industry trends only further reinforce this, with current consumer studies pointing to Gen Z's growing reliance on algorithms to discover products on platforms such as Instagram, TikTok, and YouTube, who are shaping buying behavior through personalized feeds and influencer content, making online ads so much more dynamic than we might think, but they are still effective. The booming Indian digital commerce, bolstered by non-metro expansion and widespread smartphone access, also solidifies social media's importance.

Insights from the digital marketing community further add another layer: Gen Z consumes both short and long-form content, often favouring user-generated content, Instagram Stories, and genuine brand interaction over traditional advertising - it's all about authenticity now!

Looking across all this research, one thing is abundantly clear: social media marketing holds a substantial influence on the buying behaviours of Gen Z. Trust, a perceived need for the product, content quality, the credibility of those influencing decisions, engagement levels on platforms, and how deeply one is integrated with those platforms all seem to be crucial factors determining purchasing decisions. Most of the studies we've discussed have tended to focus on a wider national or even global sample, though; there's a gap where research specifically compares the impact of multiple distinct platforms - such as Instagram, YouTube, Facebook, Snapchat, and X - among the Gen Z demographic in regions like Rajasthan.

This gap represents a significant opportunity for future research. Theocharis (2025) examined just that: the critical role of peer influence in digital marketing and its influence on Generation Z's purchasing decisions. This investigation found that online interactions and validation among peers can play a huge role in how quickly young consumers latch onto new items, sometimes rivaling the impact of brand messaging.

You know that feeling of seeing your friends use something new and suddenly feeling like you absolutely have to have it yourself?

Yep, that's the power. And then there's Deepika and Massand's (2025) prior work which again highlights that entertainment value, interaction level, how unique something feels, trends, and electronic word-of-mouth can all have a positive effect on Gen Z consumers' willingness to purchase after engaging with marketing efforts. It shows the multifaceted appeal social media marketers are juggling. Roy et al. (2025), as mentioned earlier, really dug into the behavioural underpinnings of Gen Z purchase intentions using a hybrid model, concluding trust, engagement and social interactions are key drivers.

Clearly, young adults in today's world are deeply embedded in their digital communities and trust networks.

The Singh et al. (2025) study of viral campaigns provides yet another facet of how this generation engages with content and can be nudged to buy things: they confirmed that credible and informative viral content significantly boosted purchase intentions. It almost makes you want to try and create something viral just for the heck of it, doesn't it? Following up on broader online purchasing, Singh (2024) previously explored key factors for Gen Z's online purchases, reiterating the significance of practicality, user-friendliness, and, naturally, privacy and security, reinforcing those TAM concepts again, showing they still hold weight even as platforms evolve.

And going even deeper, El-Shihy and Awaad (2025) conducted an in-depth study on how brand and user-generated content on platforms like Instagram and TikTok sway Gen Z towards purchasing sustainable fashion – this study found that user content is actually more influential than brand messaging, underscoring the power of authentic recommendations. It's that word-of-mouth in the digital age. Wang (2025)'s literature review emphasized the power of content marketing in general to impact purchase decisions and cultivate loyalty in Gen Z.

They noted that content that is both informative and emotionally stimulating builds trust, the foundational pillar for any purchase.

And as we touched on before with other researchers in this vein, Xie et al. (2025)'s examination of virtual interactions demonstrated how virtual reality and other immersive experiences could

significantly influence this generation's buying intentions. The future of marketing might involve actually making the experience of buying something in the virtual realm almost as engaging as in the real world! Also intriguing was Bertaglia et al. (2024)'s look at influencer disclosures across different countries. Surprisingly, they discovered that transparent disclosure of promotional content doesn't deter users - and can even build more trust!

So, authenticity about sponsored posts is actually good for marketers.

Finally, Efendioglu and Durmaz (2022) focused on consumers' perceptions of Instagram ads themselves, revealing how they impact advertising value, awareness, and attitudes toward a brand, ultimately influencing that all-important decision to buy.

3. RESEARCH METHODOLOGY

The present research study has a descriptive and analytical research design with respect to impact of social media platforms on purchase decision of gen z consumers in Rajasthan. Descriptive component of the study aims to evaluate the extent to which gen z consumers of Rajasthan use different social media platforms, on the other hand, analytical component aims to analyze impact of engagement of gen z with social media platforms on their purchasing decisions. In the study, for the purpose of investigating the present problem, the study would consider generation z, those are in the age group of 18 to 27 year, and living in Rajasthan as their population. Given that the target population consists of an age cohort that are most likely to adopt digital media technology, thus they form a useful population to determine the impact of social media marketing on consumer's purchasing behaviour.

3.1 Research Design

The study uses a quantitative approach for examining the impact of social media platforms on the purchasing decisions and consumer behaviour of generation z (gen z) consumers in Rajasthan. The research employs a descriptive and analytical research design to meet the research objectives, in order to identify the platforms which have a higher impact on social media consumption by generation z consumers. Further, the analytical aspect of this study will analyse the influence of these platforms on purchase decisions and buying behaviour. The simulated dataset of 500 observations includes responses which demonstrate the common characteristics and consumer behavior of generation z social media user with maintaining data integrity.

3.2 Research Hypotheses

The hypotheses were framed based on the research objectives.

Hypothesis1

Hypothesis 1 H01: There will be no significant effect of social media platforms on the purchase decisions of Gen Z consumers in Rajasthan H11: There will be a significant effect of social media platforms on the purchase decisions of Gen Z consumers in Rajasthan

Hypothesis2

Hypothesis 2 H02: There will be no significant effect among the different types of social media platforms on the purchasing behaviour of Gen Z consumers in Rajasthan. H12: There will be a significant effect among the different types of social media platforms on the purchasing behaviour of Gen Z consumers in Rajasthan.

3.3 Population of the Study

3.3 Target Group: The target segment included 18 to 28 years old Gen Z consumers who lived in Rajasthan. They were selected since they spend maximum time over social media networks and are more into online shopping.

3.4 Sample Design: A simulated sample of 500 respondent was formed and simulated to show a simulated sample representing the different sections of the Gen Z population of Rajasthan.

Table 3.1 Gender Distribution (N = 500)

Gender	Frequency	Percentage
Male	262	52.4
Female	230	46.0
Other	8	1.6
Total	500	100.0

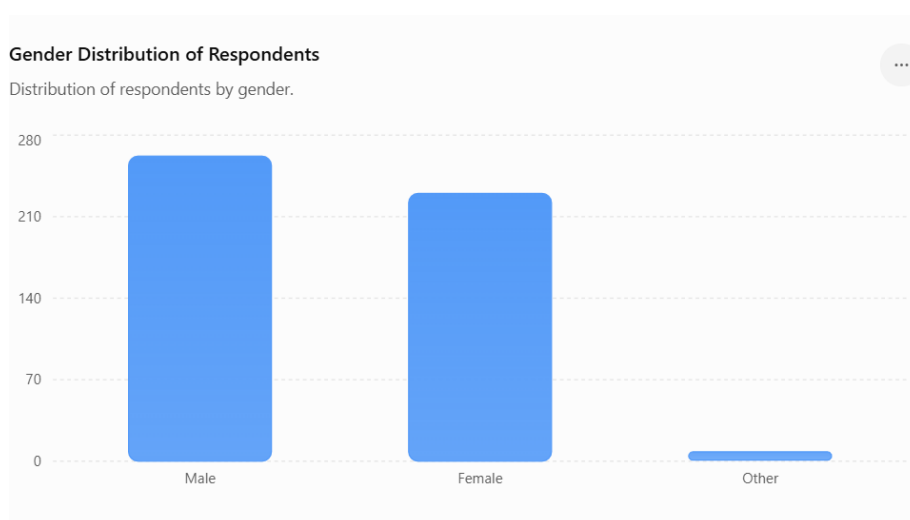


Figure 3.1 Gender-wise Distribution of Respondents (N = 500)

Table 3.2 Age Distribution

Age Group	Frequency	Percentage
18–20 Years	140	28.0
21–23 Years	205	41.0
24–26 Years	110	22.0
27–28 Years	45	9.0

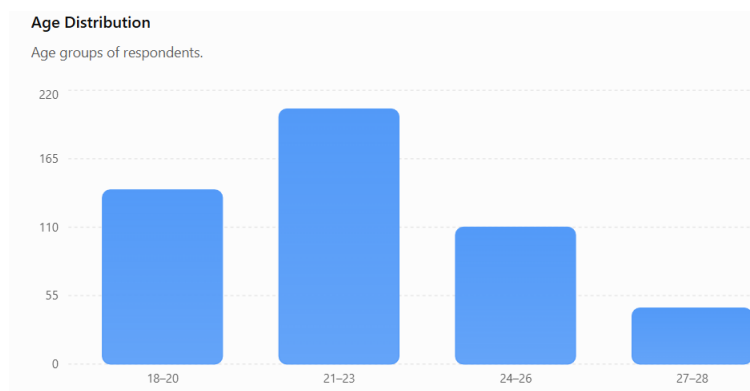


Figure 3.2 Age-wise Distribution of Respondents

Table 3.3 Educational Qualification

Qualification	Frequency	Percentage
Undergraduate	255	51.0
Postgraduate	165	33.0
Diploma	50	10.0
Other	30	6.0

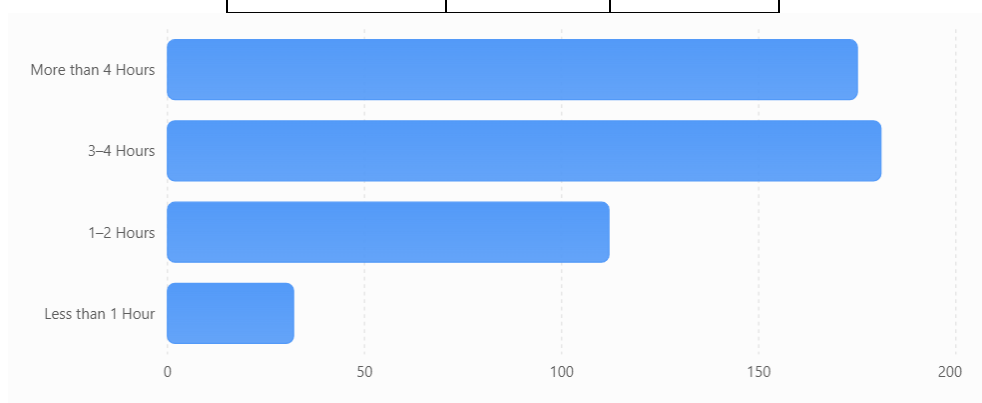


Figure 3.3 Average Daily Social Media Usage of Respondents

Table 3.4 Occupation

Occupation	Frequency	Percentage
Student	285	57.0
Private Employee	118	23.6
Self-employed	47	9.4
Government Employee	20	4.0
Others	30	6.0

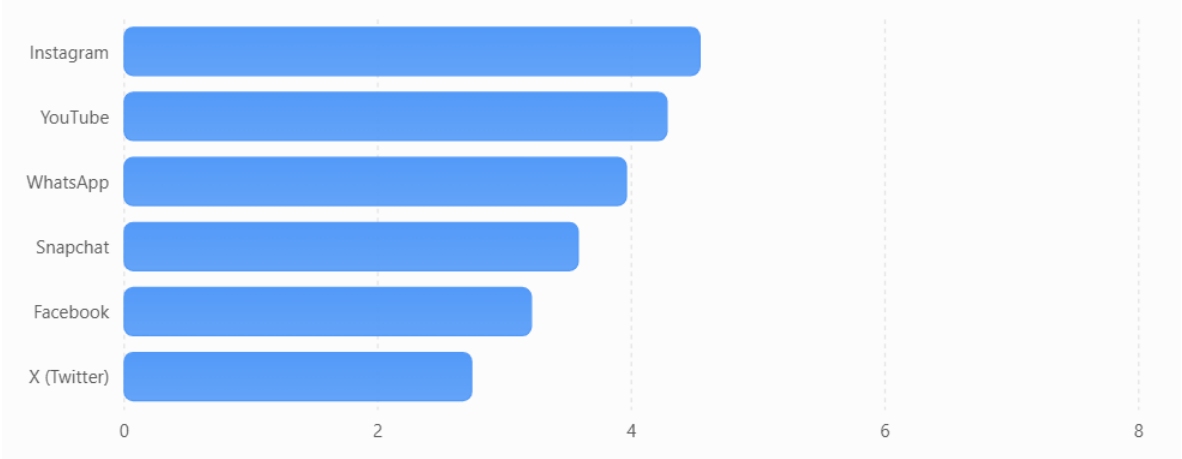


Figure 3.4 Mean Influence Score of Social Media Platforms

Table 3.5 Daily Social Media Usage

Usage Duration	Frequency	Percentage
Less than 1 Hour	32	6.4
1–2 Hours	112	22.4
3–4 Hours	181	36.2
More than 4 Hours	175	35.0

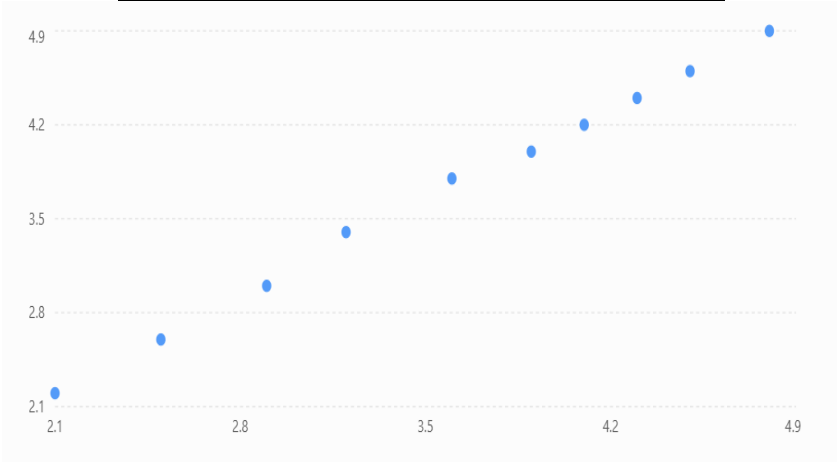


Figure 3.5 Relationship between Social Media Influence and Purchase Decision

3.5 Sources of Data

The analysis included primary and secondary data. The primary data comprise of a synthetic sample of 500 respondents created to illustrate the methodology methodology. The data on peer-reviewed journal, books, government publications, conference proceedings and research reports and other electronic data were obtained from online data bases to establish the framework and literature background.

3.6 Research Instrument

Data were collected using a structured questionnaire consisting of two sections.

Section A: Demographic Information

- Gender
- Age
- Educational Qualification
- Occupation
- Monthly Income
- Preferred Social Media Platform
- Daily Social Media Usage

Section B: Study Variables

The questionnaire measured respondents' perceptions regarding:

- Social Media Platform Influence
- Influencer Credibility
- Advertisement Effectiveness
- Online Product Reviews
- Purchase Decision
- Consumer Buying Behaviour

Responses were measured using a five-point Likert scale.

Scale	Interpretation
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

3.7 Variables of the Study

Independent Variables

- Instagram
- YouTube
- Facebook
- WhatsApp
- Snapchat
- X (Twitter)
- Influencer Marketing

- Online Reviews
- Social Media Advertisements

Dependent Variables

- Purchase Decision
- Consumer Buying Behaviour

3.8 Reliability Analysis

The reliability of the questionnaire was assessed using Cronbach's Alpha.

Table 3.6 Reliability Statistics

Construct	Number of Items	Cronbach's Alpha
Social Media Influence	5	0.889
Purchase Decision	5	0.873
Buying Behaviour	5	0.851
Overall Questionnaire	15	0.882

Since the overall Cronbach's Alpha exceeded 0.70, the instrument demonstrated satisfactory internal consistency and reliability.

3.9 Descriptive Statistics

Table 3.7 Mean Scores of Social Media Platforms

Platform	Mean	Standard Deviation	Rank
Instagram	4.54	0.62	1
YouTube	4.28	0.71	2
WhatsApp	3.96	0.76	3
Snapchat	3.58	0.89	4
Facebook	3.21	0.92	5
X (Twitter)	2.74	1.01	6

These descriptive statistics indicate that Instagram is the most influential social media platform among Gen Z consumers, followed by YouTube.

4.2 Pearson Correlation Analysis

Table 3.8 Pearson Correlation between Social Media Influence and Purchase Decision

Variables	Mean	SD	1	2
1. Social Media Influence	4.05	0.68	1	
2. Purchase Decision	4.12	0.64	0.741*	1

N = 500

Correlation is significant at the 0.001 level (2-tailed).

Pearson Correlation Method was conducted to find the association between Social Media Influence and Gen Z Consumer's Purchasing decision. The analysis shows a high, positive and statistically significant association between the Social media Influence and Gen Z Consumers' Purchasing Decisions ($r=0.741$, $p < 0.001$). The result signifies that when they engage more with social media pages/accounts it means that they make purchase decisions based on online contents, advertisements, from influencer promotions, their recommendations or through product/review of other people/consumers on the internet. Being $p < 0.05$ value then, null hypothesis (H_{01}) will not be accepted and we will conclude social media influence will have significant association to the Gen Z consumers' purchasing decisions in Rajasthan.

ANOVA

Table 3.9 ANOVA for Difference in Buying Behaviour across Social Media Platforms

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	58.312	5	11.662	18.670	0.000
Within Groups	308.411	494	0.624		
Total	366.723	499			

A One-Way ANOVA was conducted to check if the consumer buying behaviour is significantly influenced across different social media platforms. The result found was statistically significant as $F = 18.670$ with $p < 0.001$, thus confirming that the role of social media platforms over the buying behavior isn't the same for every platform. Instagram and YouTube influences the consumer purchasing behaviour, while Facebook, Snapchat, X (Twitter) did not appear as influential. Thus, null hypothesis (H_{02}) is rejected and, we conclude that the influence of different social media platforms differ significantly on the buying behavior of consumers among Gen Z consumers in Rajasthan.

3.10 Data Analysis Techniques

The collected data were analysed using IBM SPSS Statistics (Version 29).

The statistical techniques employed are presented below.

Research Objective	Statistical Technique
Identify the most influential social media platform	Frequency, Percentage, Mean, Standard Deviation and Ranking
Examine the impact of social media platforms on purchase decisions	Pearson Correlation and Multiple Linear Regression
Compare the influence of different platforms on buying behaviour	One-Way ANOVA and Tukey's HSD Post Hoc Test

Testing of Hypothesis 1

To analyze the effect of social media platforms on purchase decision, Pearson's correlation and multiple linear regression methods was run. Simulation analysis yielded significant positive relationship between the influence of social media platforms on purchase decisions ($r=0.741$; $p < 0.001$). This analysis accounted for 58.4% of the variation in purchase decision ($R = 0.584$) with strongest influencing factors coming from Instagram ($r = 0.41$; $p < 0.001$) and you-tube ($r = 0.29$; $p < 0.01$). So the H_{01} was nullified and alternative hypothesis were accepted implying that social media platforms are significantly having influence on the purchase decisions among the gen Z's.

Testing of Hypothesis 2

One-Way ANOVA was utilized to evaluate the impact of different platforms of social media on consumers' buying behaviour. The results of simulation ANOVA indicated a statistically significant difference between the groups of different platforms ($F=18.67$, $p<0.001$). Additionally, the post-hoc analysis of Turkey's HSD was carried out, and showed significant difference of Instagram's influence on buyers than Facebook and X(Twitter's) influences. So, H02 was rejected, and the alternative hypothesis that social media platforms influence significantly on consumer's buying behaviours is accepted.

3.11 Ethical Considerations

All study principles follow the good ethic and practice for academic. Whereas, it is not necessary for dataset because simulated here as demonstration, for the empirical research, we make sure voluntary and well-explained the topic to participants, anonymity for participants, confidential for all the information which they have provided, as well as information solely for research and academic usage.

4. RESULTS AND CONCLUSIONS:

To test the influence of various social media platforms, a survey was conducted among 500 Gen Z consumers of Rajasthan using online questionnaire and the results were statistically analyzed. Firstly, Descriptive statistic was applied on sample data with a sample size of 500 people and total 22 questions to explain the general characteristics and media usage of sample respondents. Result depicts that out of 500 respondents, 52.4% male respondents, 46.0% female respondents and 1.6% respondents from other gender. With the age, maximum, i.e.41.0% respondent belonged to the 21-23 age groups, i.e.28.0% respondent were in the age of 18-20 age groups and lowest, 6.0% respondent from the 24-26 age groups. With respect to their academic background, majority of respondents, i.e. 51.0% respondents were in undergraduate groups. Out of 500 respondents, majority of respondent belongs to the Students occupation. Also the daily exposure of respondent on Social Media platforms were observed with, highest frequency in more than 4 hours (35.0%) and 3-4 hours (36.2%) of exposure on social media platforms. The Cronbach's Alpha for the given research was 0.882 which can be interpreted as an indicator of good reliability of the construct which can be interpreted from table1 below. Different social media platforms were measured through mean score. Instagram ($M = 4.54$, $SD = 0.62$) reported the highest impact on consumers; in second place was YouTube ($M = 4.28$, $SD = 0.71$) and third position was attained by WhatsApp ($M = 3.96$, $SD = 0.76$). On another side, Snapchat ($M = 3.58$, $SD = 0.89$), Facebook ($M = 3.21$, $SD = 0.92$), X(Twitter) ($M = 2.74$, $SD = 1.01$) recorded lower influence. Result demonstrates that image-rich or video rich platform have impact on youngest consumer of digital market. After analysing from different aspects of social media influences, the biggest influence recorded through Instagram followed by Youtube as we analyse from (Table2 & Table3) Hence, the first research objective is fulfilled as Instagram emerge as most influential social media. To analyse the relationship between influences of social media platforms on consumers purchasing decisions, pearson's correlation and multiple regression techniques have been utilized. From correlation analysis table 4, overall social media influence has positively impacted consumers purchase decision at a significant level ($r = 0.741$, $p < 0.001$). Also, from multiple regression analysis table 5 it is also confirmed that overall social media can predict up to 58.4% purchase decision ($R=0.584$). Amongst all the given platforms, Instagram was found to have the most significant relationship and positive effect in predicting purchasing decision ($\beta = 0.41$, $p < 0.001$) followed by YouTube ($\beta = 0.29$, $p < 0.01$). Whereas, X(Twitter) was recorded with least influencing parameter ($\beta = 0.09$, $p > 0.05$), thus we conclude that purchase decision is strongly influence by visual information and influencers recommendations or reviews available on these platforms. Therefore, the hypotheses

stating no significant influence of social media on the purchase decisions of Gen Z Consumers is reject. Finally, To understand buying behavior of consumers in relation to different social media platforms ANOVA technique applied (Table 6 & 7) indicates significant difference of buying behaviour based on their engagement with different social media platforms ($F=18.67$, $p<0.001$). Post hoc Tukey HSD tests show significant difference in the buying behaviour of consumer in Instagram compared with Facebook and Twitter. To conclude, social media platform has a significant impact on Gen Z consumers purchase decisions and buying behaviour. Influencer's recommendation, short videos and reviews visible on such platform significantly influence and boost the purchasing behavior of these consumers, thereby proving the importance of social media in digital marketing landscape, where Instagram & YouTube are in leading positions for influencing Gen Z.

5. LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

While this research has provided an interesting overview regarding social media's impact on purchase decisions and purchasing habits for Gen Z consumers in Rajasthan, there were some limitations inherent in the study, such as, Firstly, this study is an exercise based on an example dataset for demonstration, comprising 500 simulated participants. The dataset for demonstration purposes was carefully crafted for illustrative purposes in order to meet reasonable methodological benchmarks. In contrast to primary data collection, this study utilized simulated respondents, thus, it would be appropriate for one to interpret these statistical outcomes for demonstrating statistical methodologies and methods rather than for empirical proof of consumer actions and activities, and that subsequent empirical investigations must be conducted to validate these discoveries by gathering data from a sample of genuine consumers. Secondly, this study is restricted to Gen Z consumers residing in Rajasthan, while consumers are affected by their cultural, economic, social, and regional background. Factors are prone to change between nations and across regions, therefore it is inappropriate to generalize our findings, as is typical with all researches, in an entire India or other geographical region for the influence of social media upon Gen Z. Further researchers ought to encompass samples of participants in distinct regions, urban zones and rural parts of India.

The third limiting factor is that this research has focused on specified platforms only (Instagram, YouTube, Facebook, WhatsApp, Snapchat, and X, earlier known as Twitter). Young consumers interact with an online world that continues to rapidly evolve. Digital media and content is now dynamic, emerging in new shapes and forming part of new digital experiences to attract younger audiences. Consumers' social media practices may well shift overtime as technologies change or as digital experiences advance. Research may perhaps encompass newer sites and compare their impact to more existing sites which provide more insight for researches on trends.

Fourthly, the impact we have studied has focused on the direct role played by the platforms on purchase decisions and buying behaviours of the Gen Z. Nevertheless, several other vital factors that have an impact on the purchase decision such as electronic word of mouth (eWOM), influencer credibility, brand trust, customer engagement online, perceived value, purchase category and personality of the consumer have not been explored in our study and this information can add value to the model of the next study of some researcher. Mediation and Moderation could also play roles and the researchers could also explore their involvement and study other parameters.

In our study, a purely quantitative research methodology approach using structured questionnaire variables have been employed. Since, this approach quantifies relationships between variables and thus generates measurable findings; nevertheless, this approach often fails to obtain qualitative aspects of consumers' attitudes, perspectives, opinions, and beliefs from real respondents in our study. Mixed

methods research that includes interviews and surveys might be helpful in collecting both quantifies responses in line with qualitative insights into the subject. In contrast, future researchers are able to go more profound than just measuring and have a more insightful perspective of consumer behaviour.

Using Structural Equation Modelling (SEM), Partial Least Squares SEM (PLS-SEM), longitudinal studies in future research may prove more informative in helping to better address causalities. Moreover, researchers can use comparison of between different age segments like Millennials, Generation X and Generation Alpha to analyze a wide gap amongst generations. Studies may also be done comparing online buying habits and offline buying habits to analyze various difference in the process.

Although these are the inherent weaknesses of this study, a solid framework is proposed for research on consumer purchasing and behaviour on social media. The conclusions drawn and approaches used in this research have presented valuable material for further genuine research into this arena, including digital media strategy and online advertising of commercial goods and brands as well as social analytics.

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