

# Impact of Social Media Advertising on Buying Behavior for Gen Z

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## Objective

understand the mediating factors that could affect Generation Z consumers purchase intentions based on their exposure to social media advertisements

## Methods

Participants: 135 people, 18-24 years old  
Procedure: 49 question survey distributed through social media & word of mouth

## Constructs

Social media usage  
Targeted Ad Awareness  
Social interaction  
Personal Relevance  
Informativeness  
Impulse Buying  
FoMo  
Purchase Intention

## Results

- Four statistically significant factors: Social interaction, personal relevance, informativeness, impulse buying
- Model as a whole was statistically significant
- Comparing gender means of three variables were significantly different: social media usage, FoMo, social interaction

